

VOGUE



PARIS COLLECTIONS
NEW YORK FASHIONS
SEPTEMBER 15, 1935
PRICE 35¢



NEWS

Spring flowers this Fall



DON'T think towel stripes and bands and other good tailored styles are passé—but we *did* notice a while back that formalized flowers are blooming more and more in the decorative scheme of the best homes.

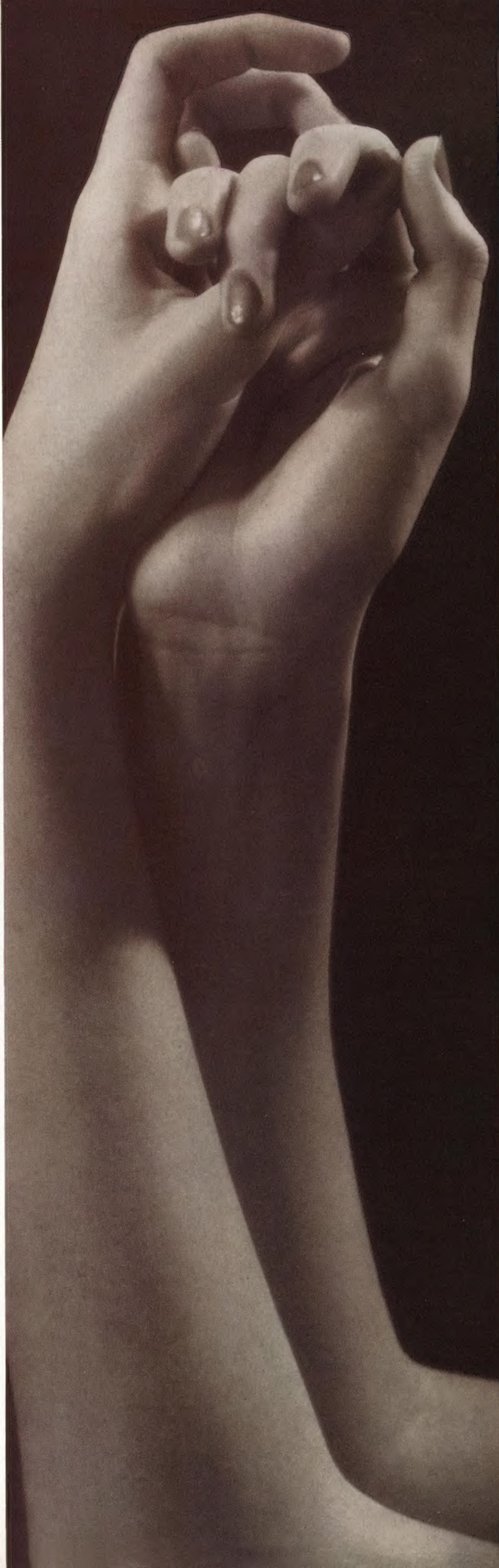
And we did do something about it—*quite much*, if you trust the plaudits of several smart store stylists. (We can feel, now, that vague happy unease that comes when you're creating a vogue. Easily recognizable, since we've felt the same thing almost every season for some years past.)

Of course, you and you and you and *you* will be the ones to decide whether or not it is a true vogue. . . . All we ask is a hearing and a hanging (not by the neck, but of towels in your bathrooms, please).

These new floral borders are really new. Fresh. Rare. Choice. Notice that the body of the towel is solid color, that the border is wide solid white and that the florals connect these two areas irregularly in curves and swishes. If you like monograms, we suggest swirly letters set up toward the middle on the solid ground.

This is your first glimpse of a pretty spectacular Cannon exhibit arranged for this fall. Our styles seem to go higher, constantly, but our prices stay put or even fall back, in some cases. Anyway, if you're wanting towels, and if you'll just find the Cannon label, you can get a lot for a little, whatever you like. And whenever. Volume means value, remember. . . . Cannon Mills, Inc., New York City.

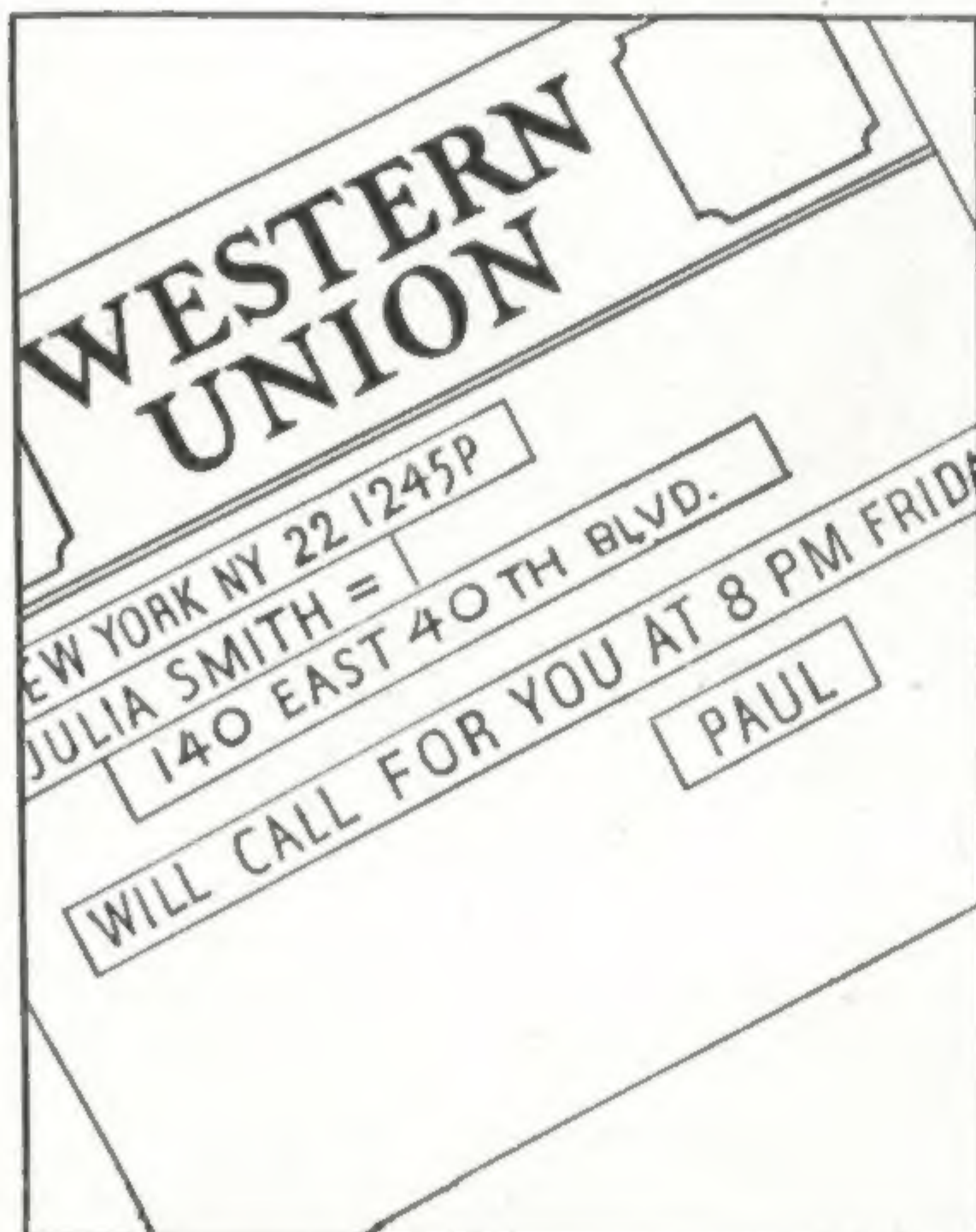
Our two newest towel flowers are shown at the far right. Price, in bath towel size, about 79¢ each. These and others come in the regular Cannon colors and in full matched sets. Fall prices range from 19¢ to \$1.50.



No. 6

Cannon
TOWEL TALKS

WOULDN'T YOU THINK SHE'D KNOW BETTER?



Yet home again by 11 o'clock...

...and all because she forgot that final fastidious touch which makes a woman winsome



Use LISTERINE before social engagements to check halitosis [BAD BREATH]

Lambert Pharmacal Co., St. Louis, Mo.





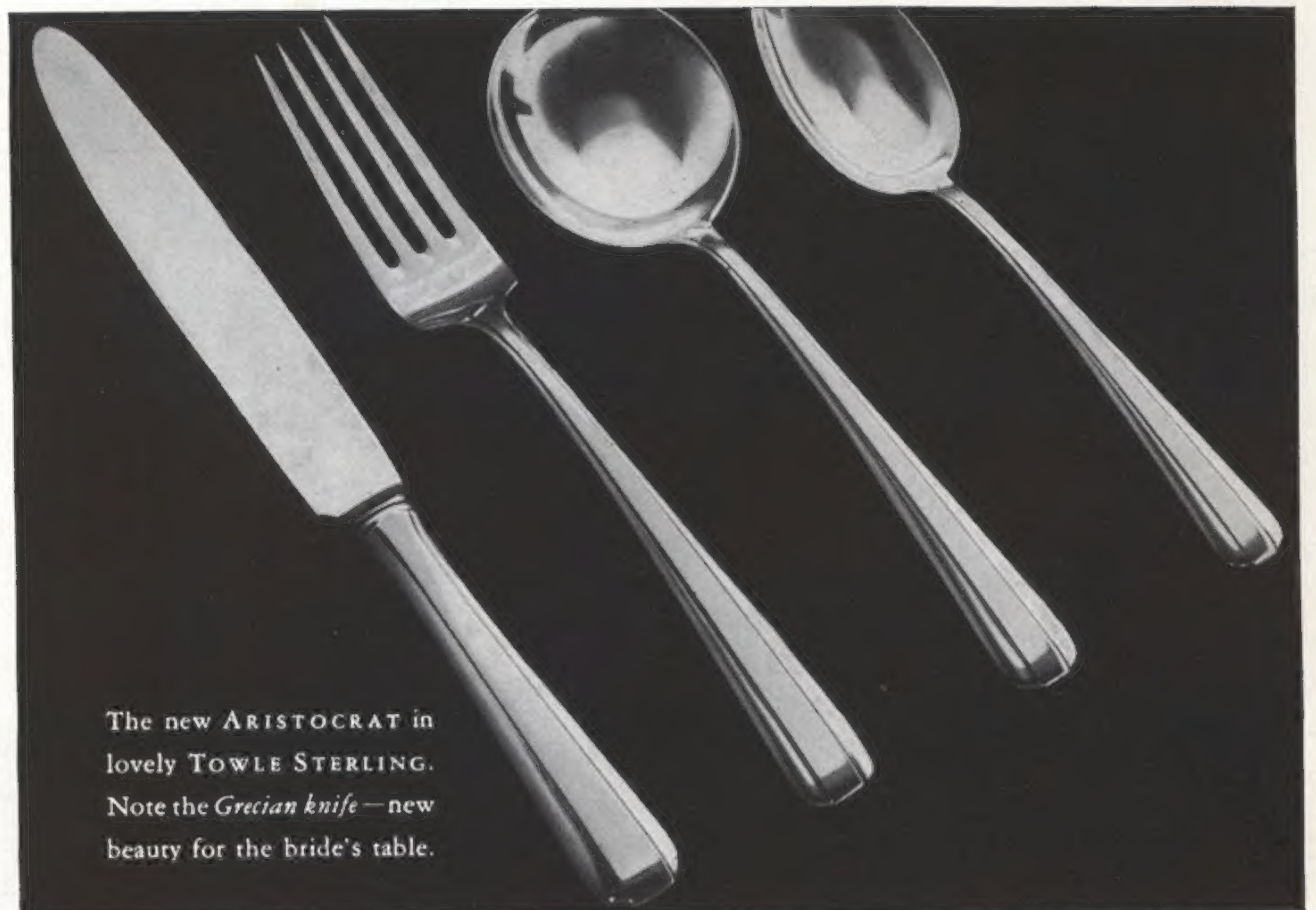
YOUR JEWELER KNOWS ALL THE ANSWERS

A good jeweler is a wise counselor to every bride and groom. He suggests the style of engagement ring which will be most becoming to the prospective bride's hand—at the price the future bridegroom wishes to pay. He will show them the type of wedding ring to match it. He will suggest the correct wording and kind of paper for the wedding invitations or announcements. He will even assume the responsibility of addressing and mailing them at the proper time. From him comes the bride's present to the groom and his to her—the bride's gifts to her attendants and the groom's gifts to the ushers.

And in the selection of that lifetime purchase, the pattern of sterling silver, he is invaluable. He carries patterns which have lasting beauty and which will be open stock for many years to come. (This last protection to the bride is priceless. If she does not receive a complete set of table silver when she is married she can add to it from time to time. Her friends and relatives can give her most welcome gifts on Christmas and birthdays until all her needs are satisfied.) He knows the design which will fit the taste and personality of every bride. He makes a careful note of the pattern each bride selects. He keeps an accurate record of the number and kind of pieces different friends and relatives buy, so that the wife-to-be is not overwhelmed with too many salad forks, serving spoons, or pickle forks when she really needs some butter spreaders or table spoons.

Don't be shy about consulting a jeweler. You will find him a real friend. Your future home will have a true harmony of real hospitality and your friends will call him "blessed," for not one of them wishes to give you something which will not be a definite contribution to the happiness and harmony of your new home.

There is a good jeweler near you ready and willing to be of help in making your home the perfect thing of your dreams. Let him show some of the patterns of TOWLE STERLING SILVER shown on this page.



The new ARISTOCRAT in lovely TOWLE STERLING. Note the *Grecian knife*—new beauty for the bride's table.

TOWLE'S new ARISTOCRAT—lovely simplicity. Note the *Grecian knife*—new beauty for the bride's table

Happy Reflections of Your Hospitality

Softly gleaming sterling graciously bids your family and your friends welcome to your table. Its loveliness makes good food taste better. The perfection of its design and the permanent quality of its beauty reflect the essence of your hospitality.

See the lovely TOWLE solid-silver patterns, all open stock for years and years . . . Send for free folders.

TOWLE

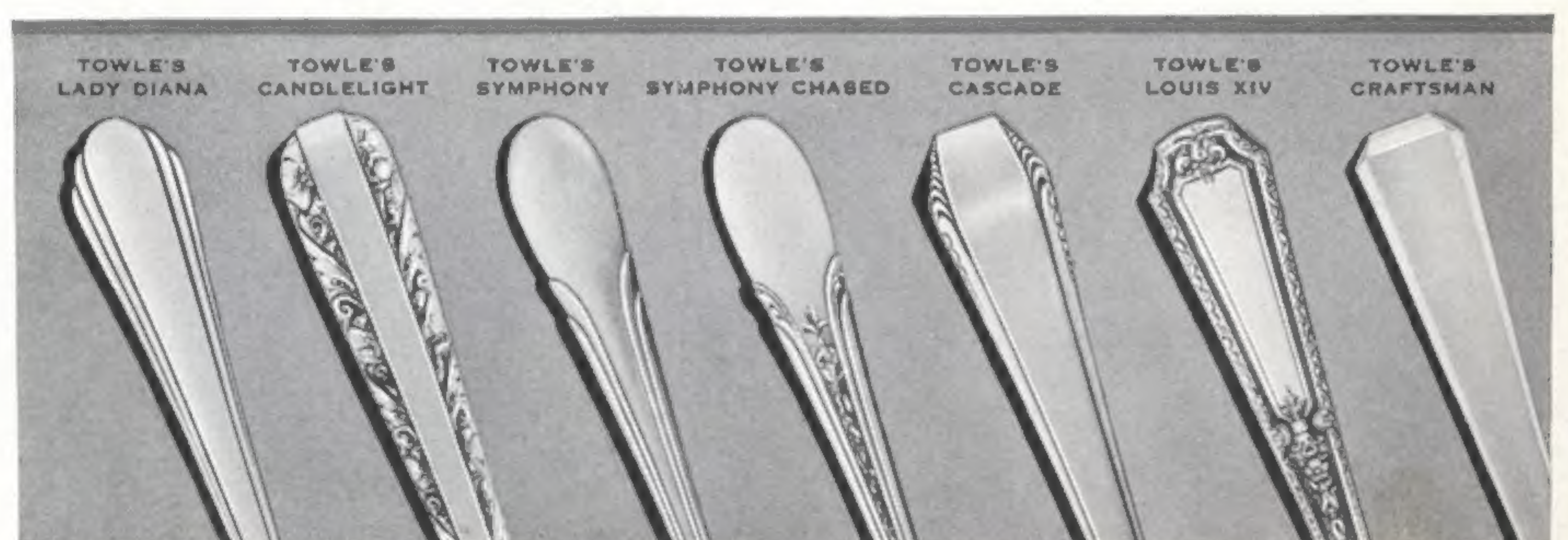
Makers of Sterling only . . .
with unbroken craft traditions
SINCE 1690



FREE— Pictures and prices of all TOWLE patterns with chart of preferred engraving suggestions.
NEW BOOK FOR BRIDES— "How to Plan Your Wedding" tells what to do 3 months in advance, 2 months, 6 weeks, last week, last day. Four pages for the groom. Very practical and a priceless record.

THE TOWLE SILVERSMITHS, Newburyport, Mass. — *Bride's Personal Service* — Dept. K-9
[] Please send free folder, etc., on _____ patterns. [] I enclose 10 cents for new book.

Name and address _____





A n n o u n c i n g . .

The opening of our new SALON INTIME, second floor. Here you will find Corsets, Lingerie, Negligées, and such superlative Hostess Gowns as this designer original . . A dubonnet taffeta redingote, amethyst buttoned, over a perfect little Directoire gown in pleated pink chiffon.

ON THE PLAZA • NEW YORK
**BERGDORF
 GOODMAN**
 5TH AVENUE AT 58TH STREET



ROTHMOOR COATS

Proud of their coats—why shouldn't they be? Such grandeur, such glamour—backed by Rothmoor's far-famed time-honored quality. Style 700 to the left is \$85, style 750 to the right is \$65. At one fine store in each community. Rothmoor Coats, 309 West Jackson, Chicago

B. ALTMAN & CO.

FIFTH AVENUE

34TH STREET

again . . Muriel King

proves her genius for clothes and her understanding of the tastes of smart women... with a fall collection which ranges from the frankly dramatic to the utterly simple. Her color combinations are inspired and her choice of fabrics invariably interesting. The country costume and the broadcloth town suit shown here are good examples. They will be found in the Altman shop of American design.

specialty shop — third floor



country costume consisting of a handloomed tweed topcoat in brown and royal blue plaid, worn over a beautifully cut brown wool dress.

town suit of black broadcloth, exquisitely cut to follow the lines of the figure; coat and full-length coat with new fly-front closing.

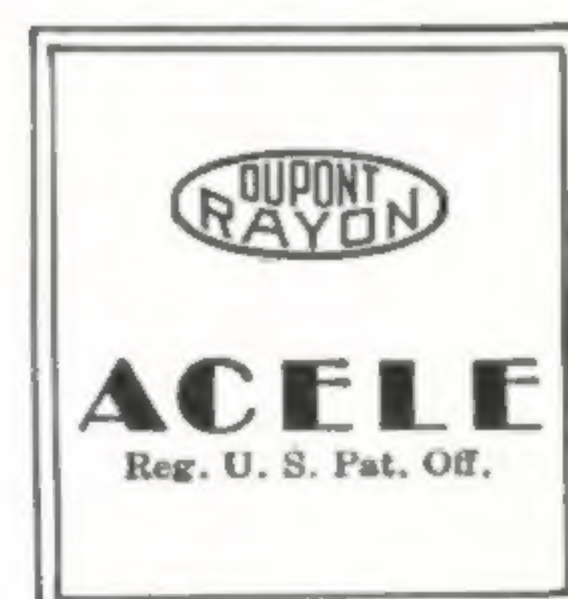


FABRIC BY FOLKER FABRICS

smart woman's angle
Bonwit Teller

FIFTH AVENUE AT
 FIFTY-SIXTH STREET
 NEW YORK

NEW SEASON—NEW SILHOUETTE. Influence militaire—smartly accented in soutache. Bell-flared youthful skirt. Created in Chain Cord, a new fabric woven of "Acele," the luxury yarn of fashion—lusterless and soft. In sleek black and brown. The new Debutante Shop, eighth floor. Sizes: 12-20. 29.75. *A few of the other smart shops where this dress may be obtained:* Bullock's, *Los Angeles*; Foley Bros. D. G. Co., *Houston*; Julius Garfinckel & Co., *Washington, D. C.*; Titcher Goettinger Co., *Dallas*; Joseph Horne Co., *Pittsburgh*; The J. L. Hudson Co., *Detroit*; Jay's, Inc., *Boston*; Marshall Field & Co., *Chicago*.



Bonwit Teller

FIFTH AVENUE AT FIFTY-SIXTH STREET

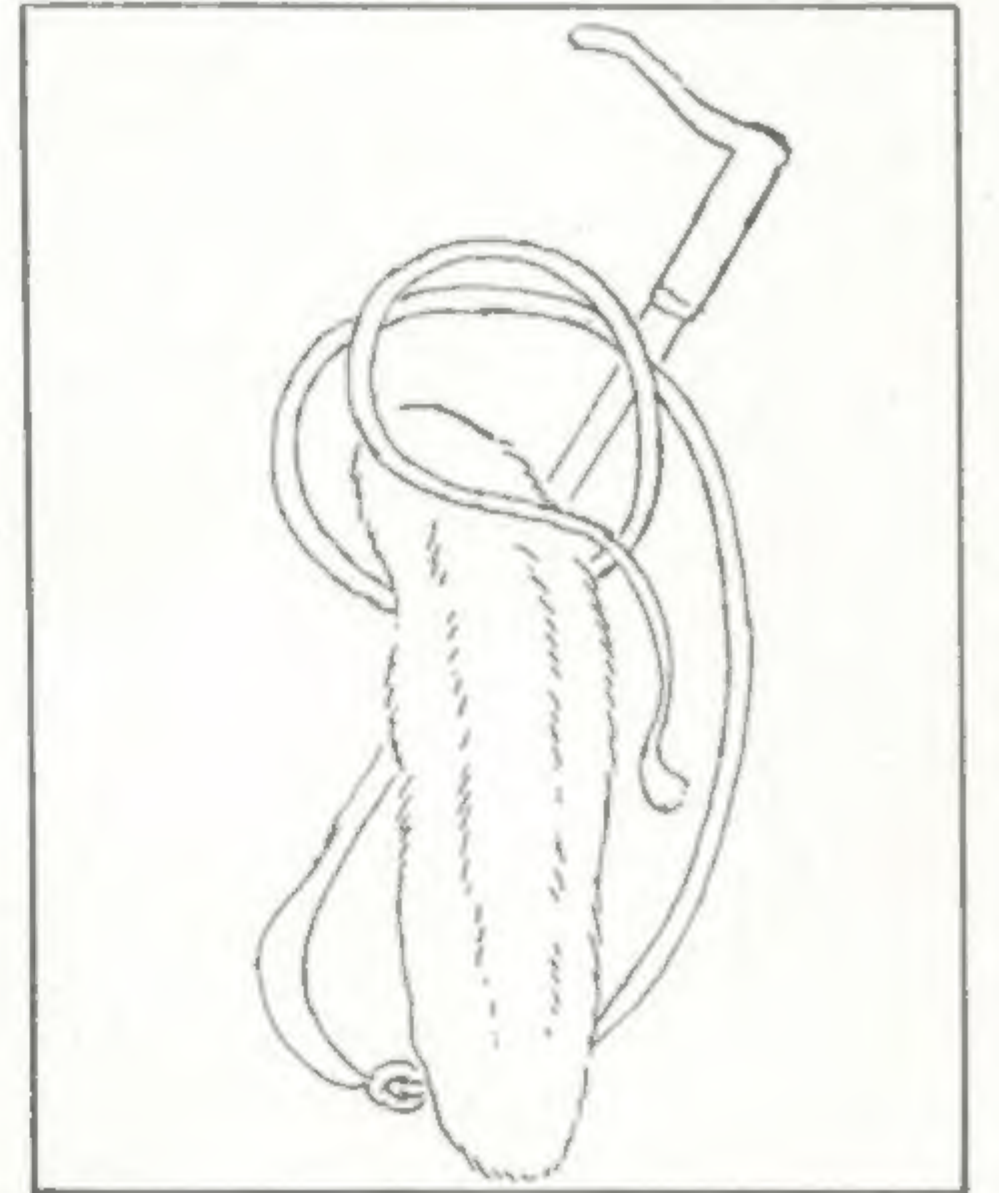
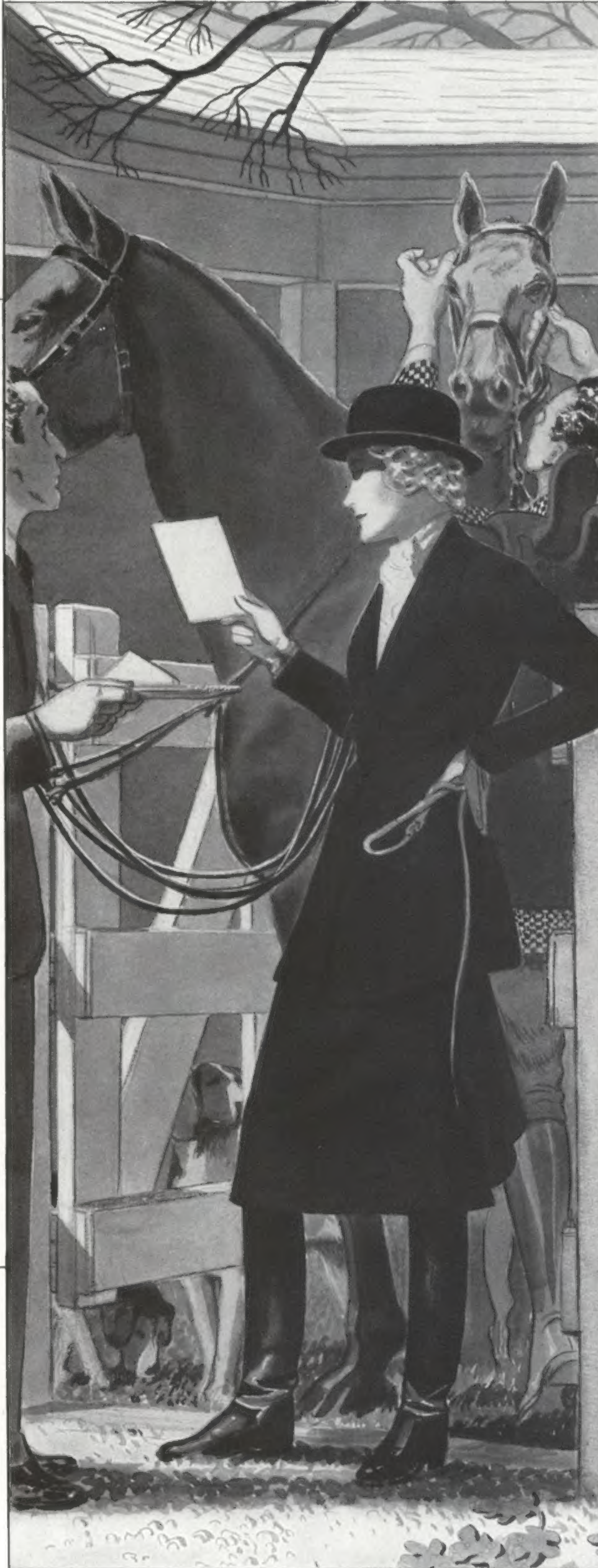


Arthur O'Neill

First autumn crispness whips up vanity. You find yourself impatient for a glamorous town costume. Our nomination is the dolphin dress—in a very new crepe that suggests sequins. New front fullness, new ruff, bulky look through shoulders—and twin dolphins at neck and waistline. A Bonwit Teller Exclusive for a breathtaking re-entrance to town. 69.50 MISSES' GOWNS . . SIXTH FLOOR



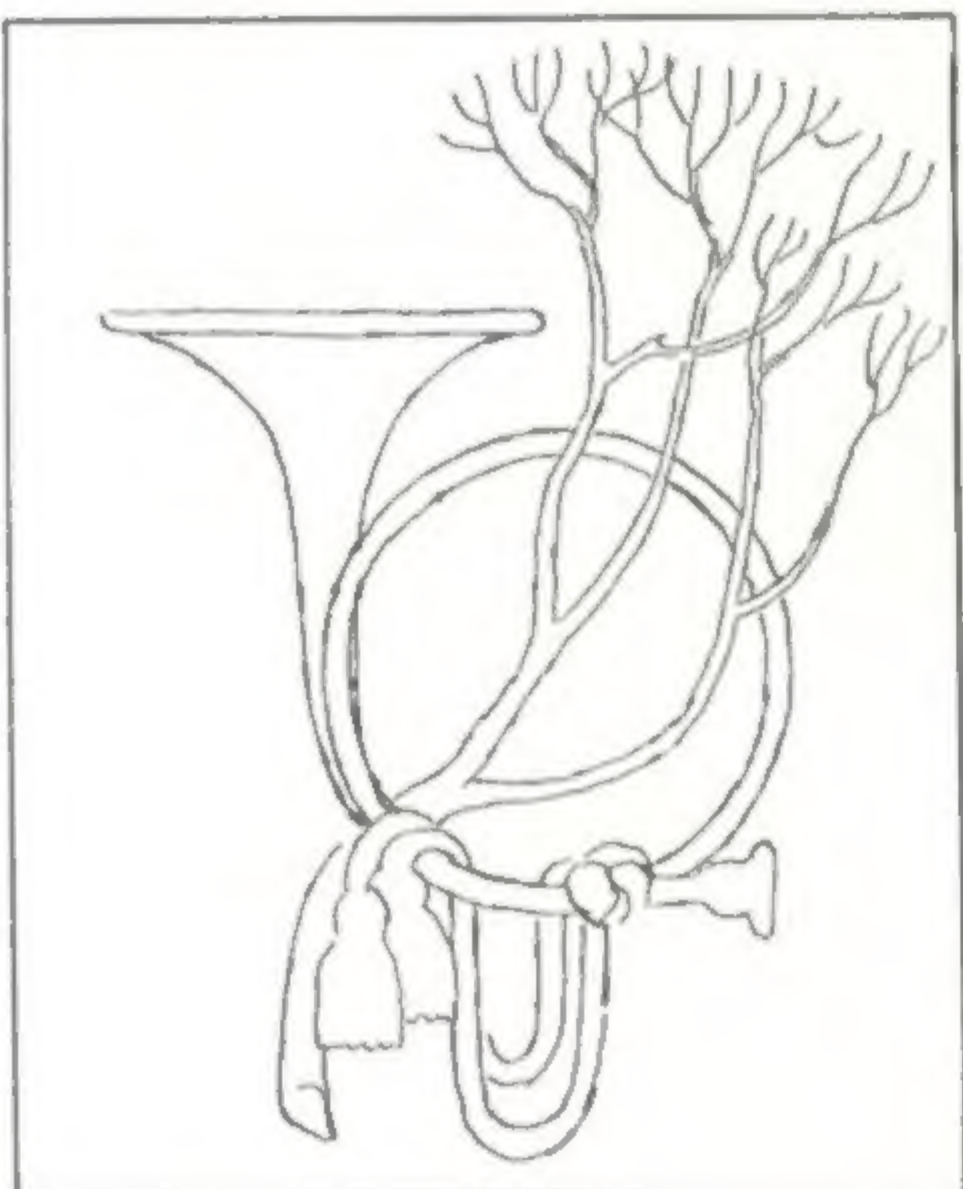
LIGHT AS AN AUTUMN LEAF



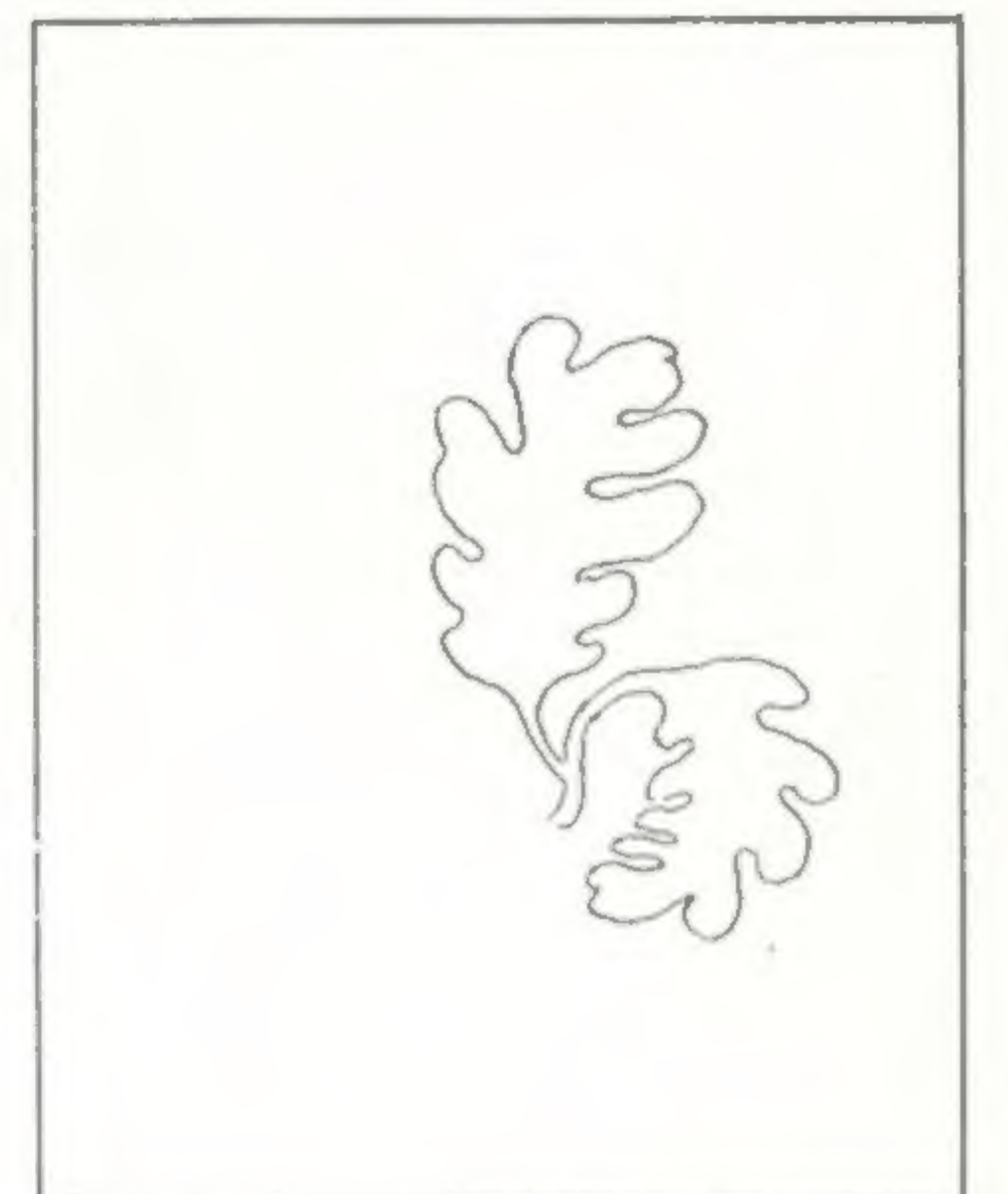
Light as an autumn leaf—the new papers by Crane, and as colorful as the frost-touched Berkshire Hills whence they come. Light and exceedingly clear in texture, they are ideal for air and ocean mails; appropriate for all correspondence between those to whom quality is a common link. Made of rags and rags alone they are blessed with a longevity that has been associated for generations with Crane's Bond, on which are

written and engraved the important messages and covenants of the world of business. • These lightweight papers by Crane are offered in White, Oxford Blue, Moonstone Grey and Bois de Rose. You will find them—both plain and hand-bordered—at the leading stationers and jewelers. That you may make your selection with assurance, look for the watermark Crane's in the paper.

MADE IN DALTON, MASSACHUSETTS



Crane's
FINE PAPERS





A LADY RETURNS TO TOWN.. SOIGNÉE IN BLACK CREPE WITH STITCHED SILVER LAMÉ. 75.00

FIFTY-SEVENTH STREET WEST, NEW YORK

6
Jay Thorpe

New
KORET HANDBAG ORIGINALS
for **FALL**



The new automatic-locking fastener by Talon is an important feature of Koret Originals for Fall. Thus, to superlative design is added absolute security. Cram the bag as full as you wish, the automatic lock will not allow the fastener to slip open. Just pull the fastener closed, and closed it stays—absolutely!—until you pull it open. Once again, the sensitive craftsmanship of Koret is proved in the sponsorship of these Talon-fastened handbags.

THE MARK OF A KORET ORIGINAL

KORET HANDBAG ORIGINALS ON VIEW IN THE BETTER SHOPS EVERYWHERE



BOUCHARD

Country life is only as good as its tweeds. These suits stride out because their classic lines cry country, but the new tapered godet pleats keep their skirts slim. Suit with topcoat is a distinguished weave of brown-and-white, black-rose-and-white, superbly tailored, crepe de chine lined and leather belted; the suit, \$39.75; topcoat, \$39.75, sizes 16 to 20. The two-piece is in rust or deep green monotone tweed, with nice detail, \$39.75, sizes 14 to 18. Felt hats, \$10.

JOHN WANAMAKER

In Philadelphia: One Broad Street

In New York: Wanamaker Place

Broadway at Ninth Street

MRS. AUSTEN GRAY

Hattie Carnegie

WYNN
RICHARDS

... FORTY-TWO EAST FORTY-NINTH STREET, NEW YORK CITY...

I. MAGNIN & CO.
CALIFORNIA — SEATTLE



Costume of brown sheer wool with velvet lined cape. Hat and muff of mink. New wristlength pigskin gloves. Dress and cape \$89.50.

KNEELAST

Stockings

by Vanity Fair

An ingenious hosiery improvement that makes sheer stockings practical for everyday wear! Dainty rows of "Lastex" provide extra inches of reserve stretch available when and where you need it. Tighten your garters and bend your knee as often as you like—the Vanity Fair patented shock-absorbing feature is your protection against runs. Free from constant garter strain, you'll find that Kneelast Stockings wear longer. They're So Clear—So Sheer—So Lovely in new rich and spicy autumn colors. Ask to see them at your favorite store.

\$1⁰⁰

Super Sheers and
Luxury Sheers

\$1³⁵



VANITY FAIR SILK MILLS

+

READING · PA.



Introducing **Flapjacks** . . .

gayest little trio that ever sparkled on an autumn scene. **Flapjacks** — in men's wear flannel, the hot-off-the-griddle fashion.

Flapjacks — saucy as their name. **Flapjacks** — ready to be served up for town, country, campus, in three fresh new styles.* (left) Two-piece **Flapjack**, gay hand-crocheted scarf. Oxford, dark fawn, wine, blue, 12-20. (right) One-piece **Flapjack**, gay hand-crocheted scarf. Oxford, dark fawn, wine, green.

14-40. (foreground) One-piece **Flapjack**, white piqué collar. Oxford, dark fawn,

wine, blue, 12-20. 19.95

Sports Shop, Fifth Floor

Fifth Avenue

Lord & Taylor

*and all done by a clever American designer



Fall Fashions influence HOSIERY

Rich fabrics! Glamorous gowns and sumptuous wraps with full-flowing lines! All-revealing sandals!

Humming Bird Evening Hosiery plays up to all this elegance by coming out in the sheerest, most seductive "featherweight" we have ever produced; by taking on the new metallic cast which fashion demands; by keeping all reinforcements strictly under cover.

Humming Bird Chiffons and Service Weights for daytime wear, carry out the conservatism of daytime garments. They go in for subtle colors, look honestly serviceable — and are.

Nine styles moderately priced, in stores of the better class.

DAVENPORT HOSIERY MILLS, Inc.
Chattanooga, Tennessee
New York Showrooms: 385 Fifth Avenue

Humming Bird
WOMEN'S FULL FASHIONED
SILK HOSIERY *Exclusively*

Dress designed by
McClelland Barclay

RINGLESS CHIFFONS -- ELASTIC TOPS -- "KNEE-LENGTHS" -- STANDARD STYLES

© 1935, DAVENPORT HOSIERY MILLS, INC. T6



Will you walk a little faster?

You will! It's Autumn in New York. You're making your first town appearance. Your suit, like your pace, will be brisk, breezy, aware of what's new. Your theme, fur-and-wool. Macy's presents 2 important variations, with a never varying note on low cash prices.

Left. Lightweight woolen dress with black kidskin jacket diagonally closed, belted, magnificently buckled. Rouge Gallois, fern green, pavement gray or black. Sizes 12 to 20. In the Little Shop—Third Floor. **64.75**

Right. Rabbit woolen dress and Chanel-inspired jacket, with fur yoke and self-cording. Black with black galyak, brown, green or rust with brown shaved lapin. Sizes 12 to 20. In the Little Shop Annex—Third Floor. **24.94**

*Of course, both exclusive with Macy's
Mail orders filled*

★
MACY'S

34th STREET & BROADWAY, N. Y. C.



Lord & Taylor
FIFTH AVENUE
NEW YORK



VEL · DE · LUX—THE WASHABLE VELVET IN DU PONT RAYON

A modern Clytie—a modern thought in fabric. Vel de Lux is velvet by Openhym—washable—non crushable—looking even more like baby broadtail after washing. Washing directions come with each dress. Sizes 12 to 20. The buckle is old gold. Colors: White, Trojan green, Capucine orange, Sappho blue, or deep coral. The Evening Shop—Third Floor—29.75



Henri Bendel INC.
10 WEST 57TH STREET-NEW YORK



FORBATH & REJANE

One of the Chanel Models
from our Paris Collection



From our Shoe Salon

Jane Engel selections
at the following stores



ADEM INC.
111 Newbury Street
Boston, Mass.



THE CHARLOTTE PARKER
1709 H Street, N. W.
Washington, D. C.



FRANCES NICHOLS
1316 Chicago Avenue
Evanston, Ill.



THE BARKLAY SHOP
1400 Walnut Street
Philadelphia, Pa.



BIRD-SPEAKMAN INC.
917 Tatnall Street
Wilmington, Delaware



RAE-MAR INC.
68 E. Walton Place
Chicago, Ill.



DOROTHY WOODWARD
2460 Fairmont Blvd.
Cleveland, Ohio



THE NEGLIGEE SHOP
437 Penn Avenue
Pittsburgh, Pa.



Tilbury wool dress with Rodier scarf. In black, green, red or rust . . . \$24.50

Hat . . . \$12.50 » » » » Your mail inquiries will receive prompt attention

JANE ENGEL MADISON AVE. at 80th STREET • NEW YORK

GOING UP!



Wendell MacRae

Rising in Fashion's favor—Kayser's new fall glove, No. 931. Famous **Kay-Bar*** fabric, for smartness, long wear and washability. Kip-seams,

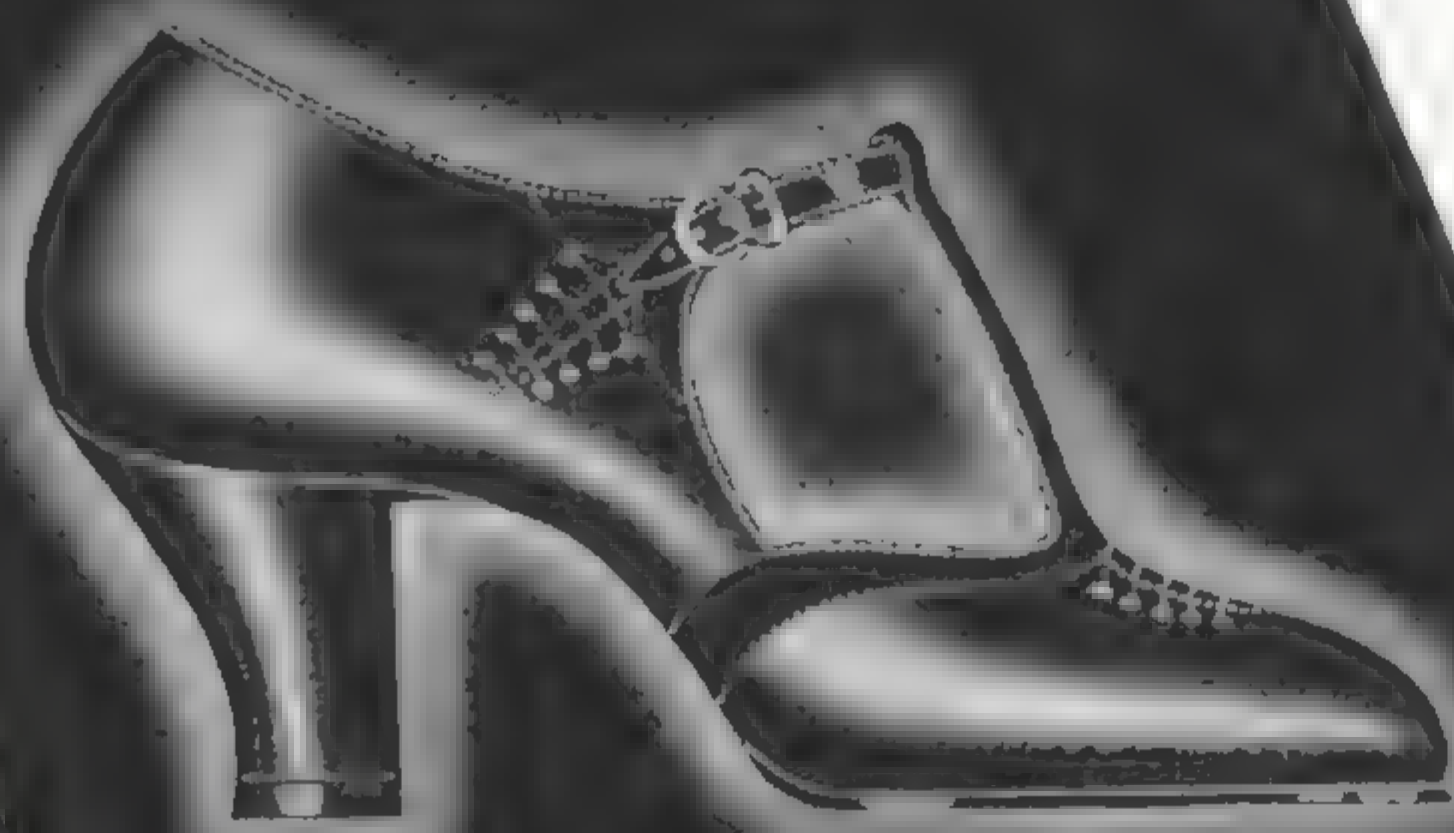
elastic wrist and adjustable bracelet for perfect fit. Colors: Black, Chocolate, White, Chamois. Made in U. S. A. A thrifty 1.50.

KAYSER

*TRADE-MARK

AT SMART SHOPS THE COUNTRY OVER

Matrix



BERNICE by MATRIX... The ever-popular and flattering T-strap model—in Black Ebony or Indies Brown Kid, and Black Suede. Strap and trimming of fine Suede. Medium-height Cuban heel adapts an afternoon shoe to practical street wear.

Collegébred



DERBY by COLLEGEGBRED... Original "Tyless" model with trim Talon fastening, closing to a smart built-up effect. Fringed tongue and clear-through perforations. In Black or Brown Voorland Calf or Brown Bucko.

STEPS TO SMARTNESS

The leading vogues for Fall are smartly interpreted in models by Matrix and Collegébred. Every pair of these shoes features "your footprint in leather." This patented sole is built to conform to the natural lines of your foot, giving perfect support to the arch and insuring glovelike, comfortable fit. Because of this exclusive feature of Matrix and Collegébred Shoes, you are assured of complete foot-freedom and ease with the first step you take. And the trim, smooth fit of these shoes heightens their fine design.

Collegébred Shoes at \$7.75 and up. Matrix Shoes at \$9.00 and up. E. P. Reed & Company, Rochester, N. Y. Matrix and Collegébred Style Studio, 47 West 34th St., New York

CREATED BY REED

YOUR FOOTPRINT IN LEATHER



VOLUPTÉ

DIAMOND DUST

The fascinating sparkle and precious quality of the Diamond supplied the prime motif in developing the "Diamond Dust" ornamentation which David Lewis has so ingeniously employed in originating his purses and which appears so distinctly feminine and exquisite in the cigarette and vanity cases made by Volupté. Available in the most distinguished shops throughout America.

VOLUPTÉ inc.
Three Forty-seven Fifth, New York

nat Lewis, purses
One-thirty West Thirty, New York

THE ONLY *Genuine*
RINGLESS HOSIERY...
is made as **QUAKER MAKES IT**

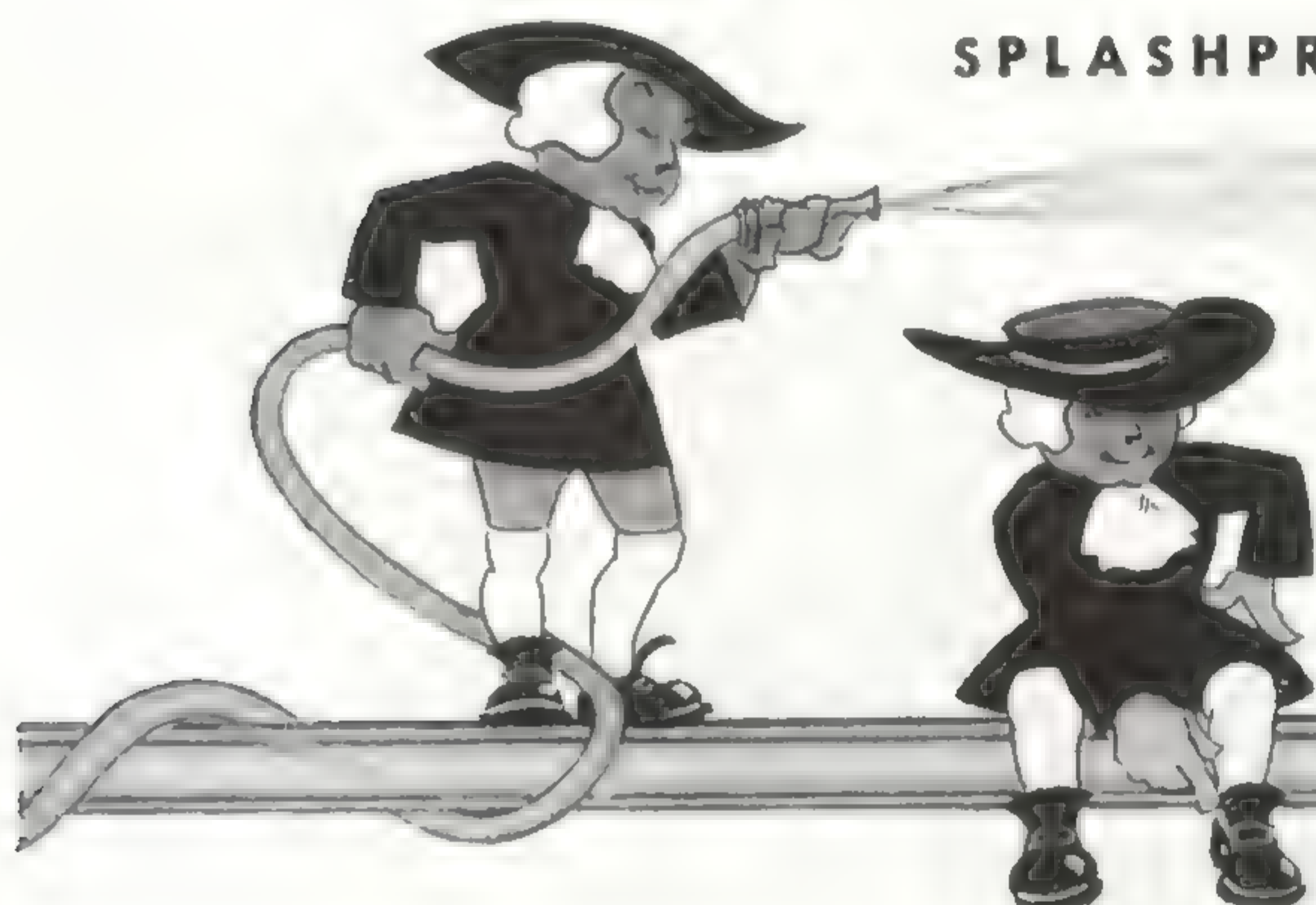


EXTRA HEAVY
WELT

JACQUARD LACE
FOR BEAUTY



SPLASHPROOF



GUARANTEED
RINGLESS
HIGH-TWIST



INNERHEEL
FOR
LONG WEAR

STRONG RE-ENFORCED
TOE FOR WEAR



Quaker helped to perfect "Genuine Three Carrier Ringless" hosiery—the only process for producing perfect ringless stockings—Quaker controls every step in manufacturing from importation of raw silk to final packing... to insure you big value at low cost. Quaker tests every strand of silk for size, uniformity, twist... to insure you exceptional wear.

Like other famous Quaker textile products, Quaker Curtains and Quaker Dinner Cloths, Quaker hosiery brings you style—plus wear. More than 1,500,000 dozen pair of Quaker full-fashioned silk hosiery are purchased every year.

Switch to Quaker Ringless and see how much further your hosiery money goes.

Quaker Hosiery Co., 330 Fifth Avenue, N. Y.

Carolyn

CAPTURES THE ROMANTIC SPLENDOR
OF THE RENAISSANCE... IN

BULOSA JACQUARD CREPE OF CELANESE*



The subtle charm of the Renaissance, and the new simplicity of line and silhouette, combine to make these three frocks 1935 classics. They are fashioned from Wollman's Jacquard Crepe of Celanese, a newly crowned head in the realm of fabrics. Left, tab collar lined in white, mesh belt and jeweled clip. Center, new blouse fullness, slenderizing double skirt panel, with exciting ruby and metal accents. Right, rolled lapels complimented by blue lame vestee, small pockets above waistline. Black, brown, forest green, titian rust. Sizes 12 to 20. \$29.75

Carolyn Modes are sold exclusively in *New York* by ARNOLD CONSTABLE . . in *Philadelphia* by THE BLUM STORE

Atlanta, Ga., RICH'S; *Baltimore, Md.*, SCHLEISNER CO.; *Birmingham, Ala.*, BURGER-PHILLIPS CO.; *Cincinnati, Ohio*, MABLEY AND CAREW CO.; *Columbus, Ohio*, THE FASHION CO.; *El Paso, Texas*, POPULAR D. G. CO.; *Fort Worth, Texas*, MONNIC'S; *Houston, Texas*, FOLEY BROS., D. G. CO.; *Knoxville, Tenn.*, S. H. GEORGE & SONS; *Little Rock, Ark.*, PFEIFER BROS.; *Oklahoma City, Okla.*, JOHN A. BROWN CO.; *Sacramento, Calif.*, HALE BROS.; *Salt Lake City, Utah*, AUERBACH CO.; *San Francisco, Calif.*, HALE BROS.; *San Jose, Calif.*, HALE BROS.; *Seattle, Wash.*, BEST'S APPAREL CO.; *Tulsa, Okla.*, BROWN-DUNKIN; *Washington, D. C.*, THE HECHT CO.; and by one store in each of 62 other cities. For the name of the store in your city, write: Carolyn Modes, Inc., 128 West 31st Street, New York City.

*Reg. U. S. Pat. Off.

WALK-OVER PRESENTS BOTH

Country Cousins

Your first needs with the new tweeds and other dashing rustic clothes for city swagger . . . are Walk-Over Ruggies. Leathery, sturdy, little-girl-looking shoes. Make your feet alert and competent to hold their own on a cross-country hike. Down-to-earth heels . . . soles of substance. Sportily detailed with harness stitching, thong laces and weaving, nickel eyelets, gay colors.

And, being Walk-Overs, they're so comfortable and carefree you'll feel like the Merry Villager at the right. She wears the Tally-Ho Tie with a plaid coat and gray sports dress from Del Monte Hickey. Hat by Carene.



A—The sandal influence prevails. High, wide and sporty strap. Brown calf with grainy inlay. POLA.

B—Scuff-proof brown bucko. New kind of kiltie tongue that softly conforms to your instep. Lightweight, coarse crepe sole and heel. BOG.

C—Plenty of pattern in the new woolens inspired the inter-weaving of this sport calf oxford. Semi-soft toe. Leather heel. Oiled sole. SCAMP.

D—Peasant type with the new ski-boot square toe. Brown bucko with green tongue, trim and thong lacing. Leather heel. Oiled sole. TALLY-HO.



SIDES OF THE SHOE QUESTION

City Slickers

What a change when you change to formal daytime finery! You're an urban *elegante*! Draped in luxurious fabrics and furs—and slim-shod in Walk-Over Country cousins. High-riding shoes of kid and suede with mirror accents of patent to carry out the dull-with-shiny contrast in clothes. Dressmaker details of delicate stitching, etching and braiding to give fabric-like surface interest. Scuffless "Pyraheels."

Photographed, the Cabana, worn with silver muskrat jacket and suede-like woolen dress. Del Monte Hickey. Hat by Carene.



A—Mirror trim contrasts with delicately stitched and etched suede. Black or colors. Tie or step-in. CABANA. (U. S. Pat. D94340)
B—High-riding ECLIPSE Tie. Dull suede with mirror trim.
C—New broken-tip treatment. Suede with calf and patent. IVY.
D—Fine dressmaker stitching accentuates the glove-like fit of the DART, kid step-in. Mesh bow.
Walk-Over Prices \$6.50 to \$10.50

Walk-Over Country Cousins and City Slickers were worn at the Paris and London Openings of the one and only Mme. Anny Blatt. See them at your Walk-Over Shop.

WALK-OVER
510 Fifth Ave., New York

PARIS: 15 Avenue de l'Opera LONDON: 372 Oxford Street, W 1



FOOT SAVER SHOES

and

Scuffless Heels



HERE'S the happy combination in footwear that you've been looking for—smart style and perfect fit! FOOT SAVER Shoes, made over "Shortback Free-Walking" lasts, overcome the two greatest fitting problems: shoes too short in the toe—and shoes too loose in the heel. And to add to the life of these lovely shoes (and to your shoe budget as well) FOOT SAVER uses "Pyrheel," du Pont's pyroxylin plastic material—the heel covering that will not scuff, nick or scratch! Just think . . . no unsightly scuffed heels to mar the appearance of your favorite shoes. "Pyrheel's" long-wearing and scuff-proof quality adds greater beauty to your shoes. Your Autumn shoe wardrobe is ready for inspection. Du Pont Viscoloid Co. Inc., 350 Fifth Ave., New York City, will be glad to answer your "Pyrheel" inquiries.



FOOT SAVER SHOES

are manufactured by

THE JULIAN & KOKENGE CO.

Columbus, Ohio



Why does **NEMO** tag its corsets:

**WASH WITH
IVORY FLAKES**

"Your corsets—since you wear them next to your skin—need frequent washings," declares Nemo. "Not only to preserve their looks and fit, but because perspiration when allowed to remain in fine corsets rots away the strength of the fabric!"

A DANGER. Your corsets are made of "live" fabric—need gentle treatment. Don't make the mistake of washing them with hot water or a *strong soap*! Any soap less pure than Ivory is apt to make the elastic *flabby*. Use chiffon-thin Ivory Flakes, made of pure Ivory Soap—"safe even for a baby's skin."

A PRECAUTION. "If you give your corsets Ivory Flakes care you can keep them looking as they did in the fitting room," promises Nemo. "Ivory Flakes are an absolutely *pure* soap—they preserve the elasticity and fit, prolong the *life* of fine corsets!"

DO's and DON'Ts in Corset-washing

DO use lukewarm water and pure Ivory Flakes.

DON'T use a less-pure soap—it weakens fabrics.

DO squeeze suds through, using a soft brush on soiled spots. Rinse in lukewarm water.

DON'T rub, wring or twist—it may distort the garment.

DO roll in towel and knead to remove excess moisture.

DON'T allow to remain rolled up.

DO dry garment away from heat—Press fabric parts on wrong side with a moderately warm iron.

DON'T use hot iron—
Don't iron elastic.

99⁴⁴/₁₀₀°/o PURE



IVORY FLAKES

NEMO foundation of silk batiste, Alençon lace and two-way stretch back with convenient talon closing. Light front boning. Very low back. Sold in fine stores everywhere.

"SHE WEARS A NEMO BECAUSE SHE'S SMART"



one of the just right gloves
in Picnit[®] fabric

... **BUTTONEER**

Fashion decrees the right glove for each occasion. Choose Buttoneer, up to the fashion minute with its button trimming, to accent your formal street costume. In brown, black, navy, gray, beige or the new green and Burgundy. Van Raalte "just right" gloves, at better stores everywhere, \$1.00 and up.

Van Raalte

295 Fifth Avenue, New York

"because you love nice things"

★ ALIX

★ BRUYERE

★ CHANEL

★ CREED

★ DILKUSHA

★ HEIM

★ JODELLE

★ LANVIN



UNITED STATES GOVERNMENT ALASKA SEALSKIN

Again the latest French couture openings brilliantly emphasize the "high-fashion" standing of *U. S. Government Alaska Sealskin*... Cables from the scene flash fashion portraits of coats and capes by the most illustrious creators of the mode, again and again shown in *Alaska Sealskin* ...black or the new rich Safari Brown... as the preferred fur... (Both, of course, are lavishly used for trimming and accessories). And as at the salons of the internationally famous couture houses here listed, so also at leading fashion establishments in your own city, you will find this fur of aristocratic quality shown in sleek, suave, distinctively youthful models that are a tribute to modern design! Ask to see them . . . FOUKE FUR COMPANY, ST. LOUIS, MO. Agents of the United States Government for the Preparation and Sale of Alaska Sealskin.

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★ WEIL

"Marche Militaire"

AN OVERTURE TO EARLY FALL BY

**PECK & PECK
AND STETSON**



Peck & Peck
Guardman's
overcoat in
nutmeg-brown
hairy tweed.



THIS is what you call strategy in the style-field, or the nice regimentation of your new coat and shoes. Stetson, the traditionally fine builder of officers' boots, has made an army-oxford for women . . . same soft hand-tanned leathers and striding young lines. It's a neat little drill-shoe . . . neither too heavy nor too flat, and absolutely front-rank with sports and country fashions. Peck & Peck, swinging into step with these modish manoeuvres, has built the Guardsman's overcoat. And the shoes are shown with a bag to match, and the military coat, at all Peck & Peck shops. But shoes must be fitted, of course, at a store that regularly carries Stetson's. BOOKLET READY NOW, showing all the good "shots" from the new Stetson Shoes-reel. Address Stetson Shoe Company, Inc., South Weymouth, Massachusetts.

CADETTE, in Bucko, with big brass eyelets. Six new colors that swing into step with all the best woolens. Matching bag may be obtained.

CADETTE, in oiled and polished calfskin. The real army stuff and awfully good to knock around in. Black or puttee brown with wide woven lacers.



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289 Madison Avenue
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FASHIONS
FROM THE**

Stetson Shoes - REEL



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Created especially for the season's softer lines, the new Forstmann Woolens are luxurious in texture and have an unusual clinging quality. They give graceful fulness to sleeves and skirts...slimness to waist-lines. And they are warm and

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BOTANY WORSTED, ENRICHED WITH LOVELY FURS

Carolyn recommends them for the "lift" they'll give your fashion ego, and because they're made of Botany's rich-textured frieze. Fur treatments on two of them emphasize the new military theme, the third collar illustrates the latest rippling use of Fox.

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You will enjoy clothes confidence because you can depend on garments made of quality silk. You can trust them not only to hold at the seams but also to hold their shape. Garments made of quality silks are fashionable, beautiful, wearable and cleanable.



You will assure yourself of clothes satisfaction because whenever you buy garments of velvet, taffeta, satin, crepe, sheers, etc., you will insist on silk.

(left) Silk Lyons velvet makes a free-swinging skirt, topped by a glorious metallized warp printed silk taffeta blouse cut daringly low.



A Florentine cap of silk brocade and silk velvet to harmonize with the Renaissance mode.



A full length fitted evening coat of silk and metal brocade with a silver fox collar.



A dolman sleeved silk crepe blouse with Bonnaz embroidery—to wear with your best suit.



An afternoon suit of black silk Lyons velvet. The very smart jacket has a flaring peplum.

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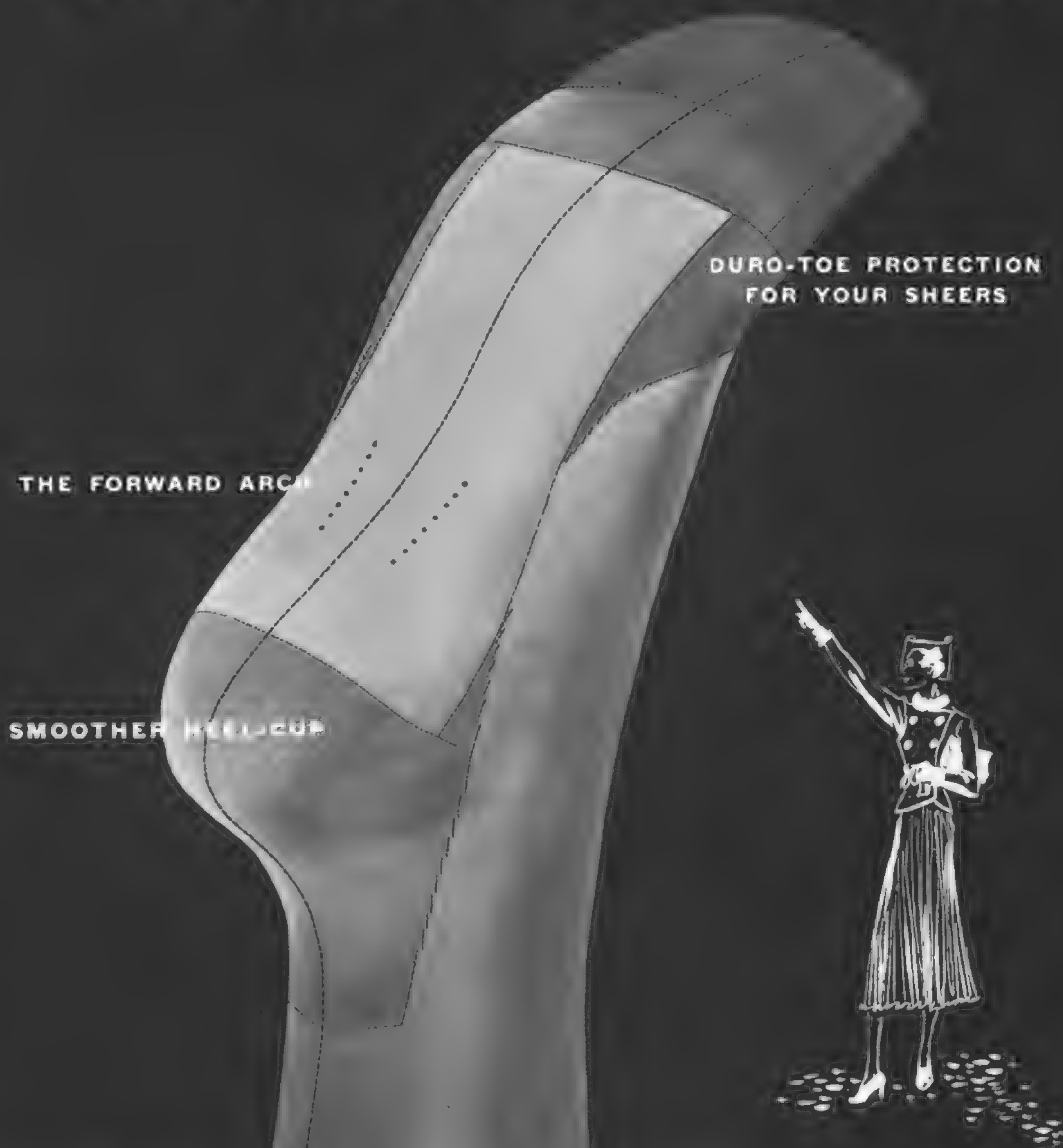
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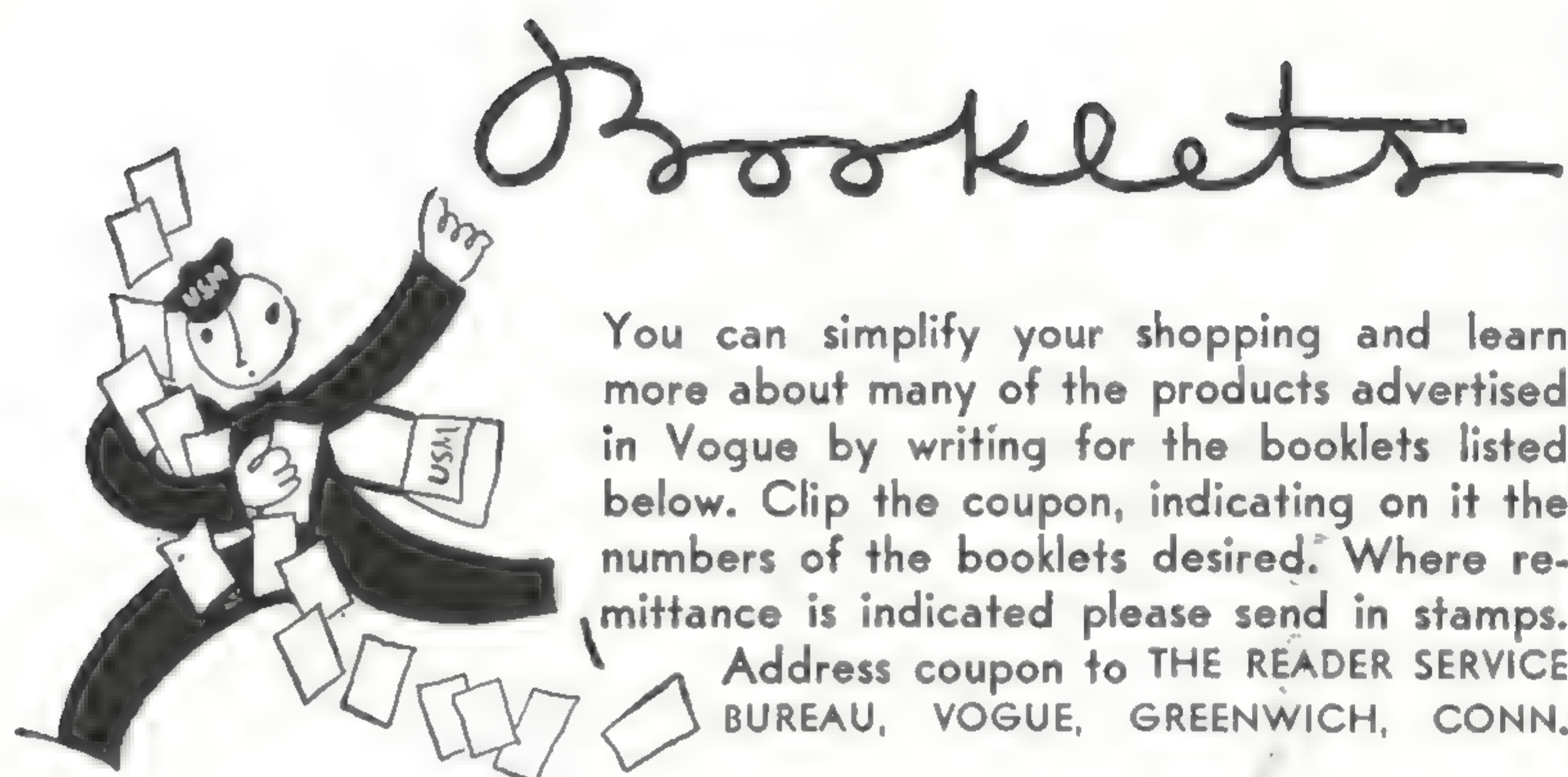
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Blanche a dressy open-throat oxford in kid with a look of real elegance.



Sally new one-sided stripping makes this kid or suede oxford quite dressy.



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Ina in kid... with dainty bow and perforations. Lovely with softer frocks.



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AMERICA'S SMARTEST WALKING SHOES GO PLACES COMFORTABLY



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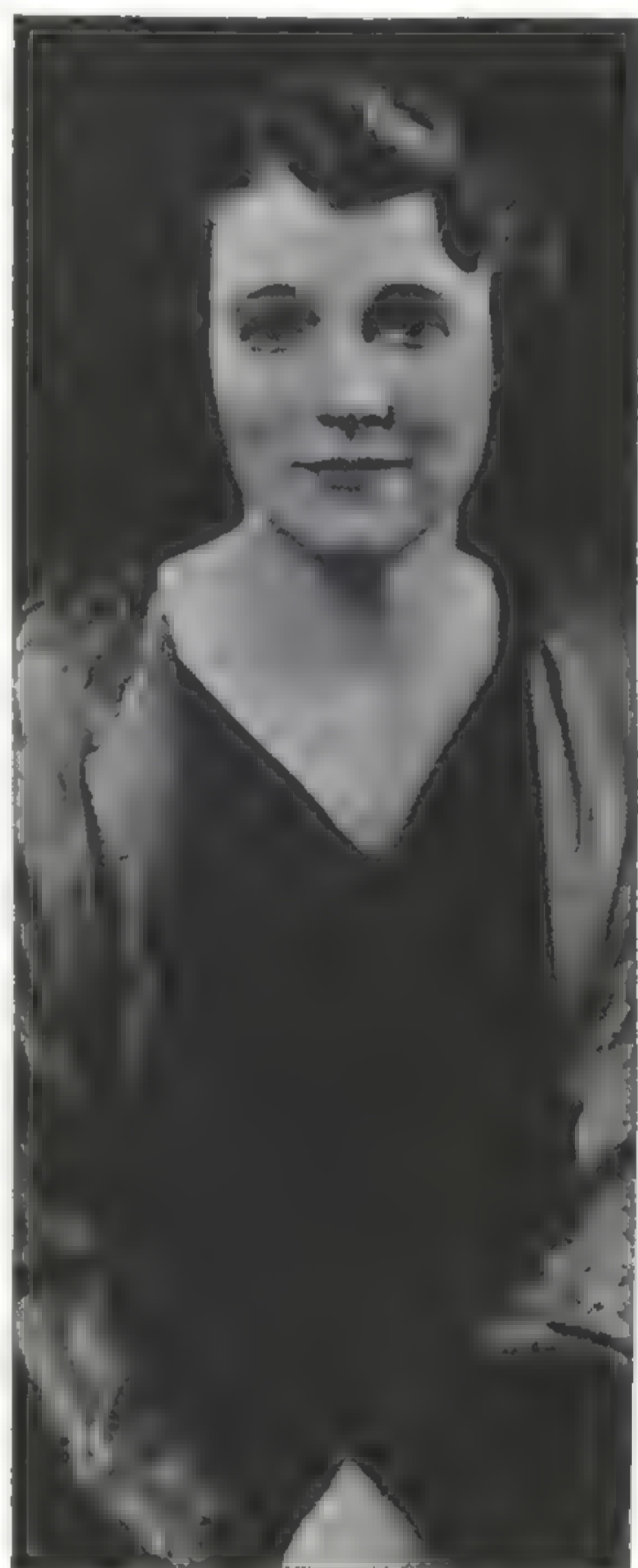
"After playing golf in dresses with **free-action sleeves**, ordinary sleeves feel something like a strait-jacket," said the famous lady of the links. "I can't imagine anything more wonderful than these sleeves for driving, for archery, or even just for business." » » » This was the real inspiration for the Fall "Fashion Foursome." And now, like Helen Hicks, you can experience golfers' comfort all day long. The fabric is as "smooth" as the sleeves themselves. It's a new Celanese texture, with the look and the suppleness of a sheer wool, yet sleek against the skin. » » » Go to the store in your city listed on the adjoining page, and ask for a Helen Hicks frock by name. Each style \$19.75. In purple, red, brown, green, rust, royal blue.

If you cannot find them in your city, please write directly to Adler & Adler, 550 Seventh Avenue, New York City.

You can buy dresses with
FREE-ACTION SLEEVES
at these leading stores:

New York City, Lord & Taylor
Ardmore, Okla. Westheimer & Daube
Asbury Park Steinbach-Kresge Co.
Atlanta, Ga. J. P. Allen Co.
Atlantic City The Ritz Shop
Augusta, Ga. Goldberg's
Baltimore Hochschild-Kohn & Co.
Binghamton Sisson Bros.-Weldon Co.
Birmingham, Ala. Burger-Phillips Co.
Bloomington, Ill. C. W. Klemm, Inc.
Boston E. T. Slattery & Co.
Buffalo Flint & Kent
Cedar Rapids Armstrong Clothing Co.
Charleston, W. Va. Telford's
Charlottesville, Va. I. D. Levy
Chicago Carson-Pirie-Scott & Co.
Cincinnati The H. & S. Pogue Co.
Clarksburg, W. Va. Parson-Souders Co.
Cleveland The Halle Bros. Co.
Colo. Springs Wilbur Suit Co.
Dallas Neiman-Marcus Co.
Danville, Va. L. Herman
Davenport Abraham Bros., Inc.
Denver The Neusteter Co.
Detroit J. L. Hudson Co.
El Dorado J. F. Sample Co.
El Paso Popular Dry Goods Co.
Fall River Corneau's
Fort Worth Schermerhorn Co.
Gary, Ind. Hudson's
Grand Rapids Houseman & Jones
Great Falls, Mont. The Paris
Hartford G. Fox & Co.
Hazelton Wear's Inc.
Holdenville The Empress
Houston The Fashion
Jacksonville Levy's
Kansas City Woolf Brothers
Knoxville Anderson-Dulin-Varnell Co.
Lexington Embury & Co.
Little Rock The M. M. Cohn Co.
Long Beach Buffum's
Los Angeles Desmond's
Miami Burdine's
Milwaukee T. A. Chapman Co.
Minneapolis E. E. Atkinson & Co.
Monroe, La. Bella Scherck Davidson
Montclair Frederick's
Muskogee, Okla. Calhoun Dry Goods
Nashville Grace's
Newark, N. J. Kresge's Dept. Store
New Haven Hamilton Co., Inc.
New Orleans Gus Mayer Co., Ltd.
New Rochelle Singer's Sportswear
Norfolk Smith & Welton, Inc.
Okmulgee Stewart-Lucky Co.
Omaha J. L. Brandeis & Sons
Parkersburg, W. Va. J. S. Broida
Potoskey I. M. Reinhertz
Philadelphia B. F. Dewees, Inc.
Pittsburgh Kaufmann's
Plainfield Tepper Brothers
Portland, Ore. Meier & Frank
Portland, Me. J. E. Palmer Co.
Providence Gladding's, Inc.
Raleigh, N. C. Taylor Furnishing Co.
Richmond Miller & Rhoads, Inc.
Sacramento Bon Marche
Saginaw Margaret McNally
Salt Lake City Arthur Frank
San Antonio Frost Bros.
San Diego The Marston Co.
San Francisco Roos Bros., Inc.
Saranac Lake, N. Y. Katherine Hector
Savannah Levy's
Seattle Best's Apparel, Inc.
Sewickley The Bandbox
Shreveport, La. The Fashion
Spokane The Crescent
Springfield Forbes & Wallace, Inc.
St. Louis Scruggs-Vandervoort-Barney
St. Paul Field-Schlick, Inc.
Stamford, Conn. Mary Brown
Tacoma Lou Johnson
Taylor, Texas T. W. Morse Co.
Texarkana McCoy Simms Johnston
Topeka The Crosby Bros. Co.
Trenton H. M. Voorhees & Bro.
Troy W. P. Herbert & Co.
Utica, N. Y. Robert Fraser, Inc.
Walla Walla Gardner & Co.
Washington Woodward & Lathrop
Waterbury Forester & Co.
Wellesley Exiner's
West Haven Dorothy Sterling Lalley
White Plains Hays-Black
Wilkes-Barre The Isaac Long Store
Wilmington Fisher's
Winston-Salem Sosnick & Sosnick
Worcester Ulian's
Youngstown Strauss-Hersberg Co.

LEARN TO BE *Charming*



© M. W.

Margery Wilson



America's authority on Charm.
Personal adviser to eminent
women in all walks of life.

Charm lies inherent, but often dormant, in every living soul. It is rhythm that originates when the spark of beauty is struck, and ripples outward in everything one does and says and thinks. It is the unconscious faculty of stirring an emotion in others. It is the release of one's powers and the becoming of one's self.

A BOOKLET
"THE SMART POINT
OF VIEW"
WITHOUT COST

How much Charm have you? Just what impression do you make? Grade yourself with Margery Wilson's "Charm-Test." This interesting self-analysis chart reveals your various personal qualities by which others judge you. The "Charm-Test," together with Miss Wilson's Booklet, "The Smart Point of View," will be sent to you without any cost or obligation. This offer is made to acquaint you with the thorough effectiveness of Margery Wilson's personalized training by correspondence.

A FINISHING
SCHOOL AT HOME
PERSONALIZED
TRAINING

In your own home, under the sympathetic guidance of this distinguished teacher, you learn the art of exquisite self-expression—how to walk, how to talk, how to acquire poise and presence, how to project your personality effectively—to enhance your appeal. Through her personalized training by correspondence, Margery Wilson makes tangible for you the elusive elements of Charm and gives you social ease, charming manners, finish, grace—the smart point of view.

To receive the Booklet and "Charm-Test" write to:

MARGERY WILSON
1145 FIFTH AVENUE 15-J NEW YORK

An Exciting New Idea!



Accent your Fall costume with an exquisitely fashioned brooch of brilliants. Or your chapeau or neckline with a pair of smart clips. The *Coro DUETTE* is both in one—it snaps together in a twinkling! Many striking styles fashioned by master craftsmen.

The **Coro DUETTE**

(PATENTED)

AT DEPARTMENT STORES AND JEWELRY SHOPS

A NEW
AND REVOLUTIONARY

LIPSTICK

Priscilla Parker
deodorizing
Lipstick

YOU CAN'T . . . carry a mouth wash in your handbag!

YOU SHOULDN'T . . . of course, chew gum incessantly!

YOU WOULDN'T . . . sneak breath perfumers from a tin!

BUT YOU CAN USE A
Priscilla Parker
**DEODORIZING
LIPSTICK**

Can you think of a more graceful way to keep your breath constantly sweet? Priscilla Parker Deodorizing Lipstick has powerful, yet perfectly harmless deodorizing ingredients blended in a colorful smoothness.

IT'S VERY NEW!

Not only does it emphasize the subtle beauty of the lips—but it performs a duty beyond the realm of all other lipsticks—it DEODORIZES . . . assures day by day a sweet clean breath . . . a pleasant refreshing taste to you.

So eat what you will . . . drink what pleases you . . . and make your lips beautiful, your breath above reproach.

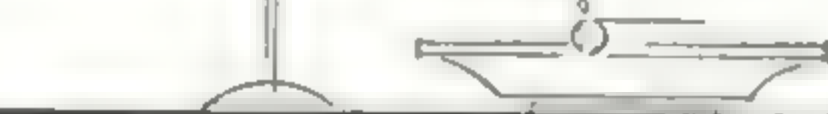
Put up in discreet anonymous black containers, Priscilla Parker Deodorizing Lipstick is obtainable in the smartest shades at better stores everywhere.

PARKER-BOULDIN CO.

ST. PAUL, MINN.

Subsidiary of Coronado Mfg. Co.

KILLS LIQUOR AND CIGARETTE ODORS



If your dealer does not yet have Priscilla Parker lipstick, send coupon below for shade of lipstick you prefer, prepaid.

PARKER-BOULDIN CO.
St. Paul, Minnesota

I am enclosing one dollar for your new Deodorizing lipstick in the shade marked:
() light () medium () dark.

Name _____

Address _____

Hollywood Portfolio

SKETCHES FROM ORRY-KELLY'S STYLEBOOK
VISUALIZE AUTUMN'S MOOD AND MODE

DINNER DRESS created for Patricia Ellis, Warner Bros. star featured in "The Payoff"

DAYTIME DRESS created for Margaret Lindsay, Warner Bros. star featured in "Frisco Kid"

DAYTIME DRESS created for Bette Davis, Warner Bros. star featured in "Special Agent"

EVENING GOWN created for Winifred Shaw, Warner Bros. star featured in "Broadway Hostess"

Studio Styles PRESENT designs by Hollywood's foremost stylist, Orry-Kelly, for screen favorites appearing in Warner Bros. Pictures. Reproduced by permission, and available in a variety of colors and fabrics at leading stores listed on this and following page.

ABILENE, Tex.—Minter Dry Goods Co.
AKRON—The M. O'Neil Company
ALBANY, N. Y.—Cotrell & Leonard
ALLENTOWN, Pa.—H. Leh & Co.
ANDERSON, Ind.—G. W. Gates
ANN ARBOR, Mich.—Goodyear's
ATHENS, Ga.—Michael Bro's, Inc.
ATLANTA—Muse's
BALTIMORE—Jeanette Beck
BEAUMONT, Tex.—The Fashion

BINGHAMTON—Morton Co'y
BIRMINGHAM—Burger-Phillips Co.
BOSTON—Coleman's
BRADFORD, Pa.—Rose E. Kreinson
BRADY, Tex.—S. A. Benham
BROOKLYN—Oppenheim, Collins
BUFFALO—L. L. Berger, Inc.
CANTON—The Stern & Mann Co.
CEDAR RAPIDS—Frankel's
CHARLESTON, S. C.—Snelgrove's, Inc.

CHARLESTON, W. Va.—Betty's, Inc.
CHARLOTTE, N. C.—J. B. Ivey & Co.
CHATTANOOGA—Miller Bros. Co.
CHICAGO—Mandel Brothers
CHICKASHA, Okla.—Peoples Store
CINCINNATI—Kline's
COLUMBUS, Ga.—Kayser-Lilienthal
COLUMBUS—The Fashion Co.
DALLAS—Volk's
DANVILLE, Ill.—Parisian

DAYTON—Donenfeld's, Inc.
DECATUR—Stewarts-Fields App. Sec.
DENVER—Neusteter's
DES MOINES, Ia.—Wolf's, Inc.
DETROIT—Russek's
DODGE CITY, Ia.—Eckles Bros.
DUBUQUE—Roshek Bros. Co.
DULUTH—George A. Gray Co.
EL PASO—Popular Dry Goods Co.
EVANSVILLE, Ind.—Rose Miller

FOR FURTHER INFORMATION ADDRESS ARTHUR J. SANVILLE, MANAGING DIRECTOR, STUDIO STYLES, 530 SEVENTH AVE., NEW YORK.
IN CANADA ADDRESS STUDIO STYLES, SOMMER BLDG., MONTREAL

(continued)

STUDIO STYLES STORES

(continued from previous page)

FAR ROCKAWAY, L. I.—Velma's
FT. WAYNE—Wolf & Dessauer
FT. WORTH—Washer's
GALVESTON—Donna May
GARY, Ind.—Hudson's, Inc.
GERMANTOWN—George Allen, Inc.
GRAND RAPIDS, Mich.

Paul Stoketee & Sons
GREAT FALLS—Paris Dry Goods Co.
GREENVILLE, Miss.—Nelms & Blum
GREENVILLE, S. C.—Meyers-Arnold
HARRISBURG—Bowman's
HELENA, Mont.—Fligelman's
HIBBING, Minn.—Sapero's Shop
HOLLYWOOD, Calif.—Harry Cooper
HOUSTON—Levy Bros. D. G. Co.
HUNTINGTON—The Style Shop
HUTCHINSON, Kansas

Peques-Wright Dry Goods Company
INDIANAPOLIS—Wm. H. Block Co.
JACKSON, Mich.—The Elaine Shop
KANSAS CITY—Mindlin's
KNOXVILLE, Tenn.—Hall's
LANSING—The Style Shop
LINCOLN, Neb.—Ben Simon & Sons
LITTLE ROCK—The M. M. Cohn Co.
LOUISVILLE—Byck Bro's. & Co.
MADISON, Wis.—Woldenberg, Inc.
MANITOWOC—Wagner's Style Shop
MASON CITY, Iowa—Damon's, Inc.
MEMPHIS—Halle-On-Main
MINNEAPOLIS—Jackson-Graves, Inc.
MOBILE, Ala.—The Style Shop
MONROE, La.—The Palace
MONTGOMERY, Ala.—Al Levy's
MUSKOGEE, Okla.—B. E. Spivy Co.
NASHVILLE—Rich, Schwartz & Joseph
NEWARK—Kresge Department Store
NEW HAVEN—The Edw. Malley Co.
NEW ORLEANS—Godchaux's
NEW YORK—Arnold Constable & Co.
OKLAHOMA CITY—Caplin's, Inc.

OMAHA—Herzberg's
ORLANDO, Fla.—Dickson-Ives Co.
OSHKOSH, Wis.—Frank Stein & Co.
PEORIA, Ill.—Klein's
PHILA., Pa.—Gimbel Brothers
PHOENIX, Ariz.—Korrick's
PITTSBURGH—Joseph Horne Co.
PT. HURON—Reedy Apparel Shoppe
PORTLAND, Me.—J. E. Palmer Co.
PORTLAND, Ore.—Meier & Frank Co.
PROVIDENCE—The Shepard Co.
RACINE—Murray-Held Co.
RALEIGH—Taylor's
RICHMOND, Va.—Berry-Burk & Co.
ROANOKE—Samuel Spigel, Inc.
ROCHESTER, Minn.—C. F. Massey Co.
ROCK ISLAND—McCabe's Style Shop
ROSWELL, N. M.—Price & Co.
SACRAMENTO—Bon Marché
SAGINAW, Mich.—Margo
ST. LOUIS, Mo.—Boyd's
SAN ANTONIO—Wolff & Marx Co.
SAN DIEGO, Calif.—Lion Cloth. Co.
SAN JOSE, Calif.—Hale Bros, Inc.
SAVANNAH, Ga.—Morris Levy
SCHENECTADY—H. S. Barney Co.
SCRANTON—Beverly
SHREVEPORT—Goldring's
SIOUX CITY—T. S. Martin Company
SOUTH BEND—The Frances Shop
SPOKANE—Alexander's
SPRINGFIELD, Ill.—John Bressmer Co.
STOCKTON—The Wonder, Inc.
STREATOR, Ill.—Opdycke's
ST. PAUL, Minn.—Hutsch Bros.
TACOMA—Lou Johnson
TAMPA—Ernest Meas, Inc.
TULSA—Renard's
VICKSBURG—The Style Shop
VIRGINIA, Minn.—Sapero's Style Shop
WACO—The Goldstein-Migel Co.
WASH., D. C.—Julius Garfinckel & Co.
WEST PALM BEACH—Kerman's, Inc.
ZANESVILLE, O.—Emma Ferrel Shop

HILO, Hawaii—E. N. Holmes, Ltd.
HONOLULU, Hawaii—Moore's
MONTREAL—Henry Morgan Co.
TORONTO—The Robert Simpson Co.

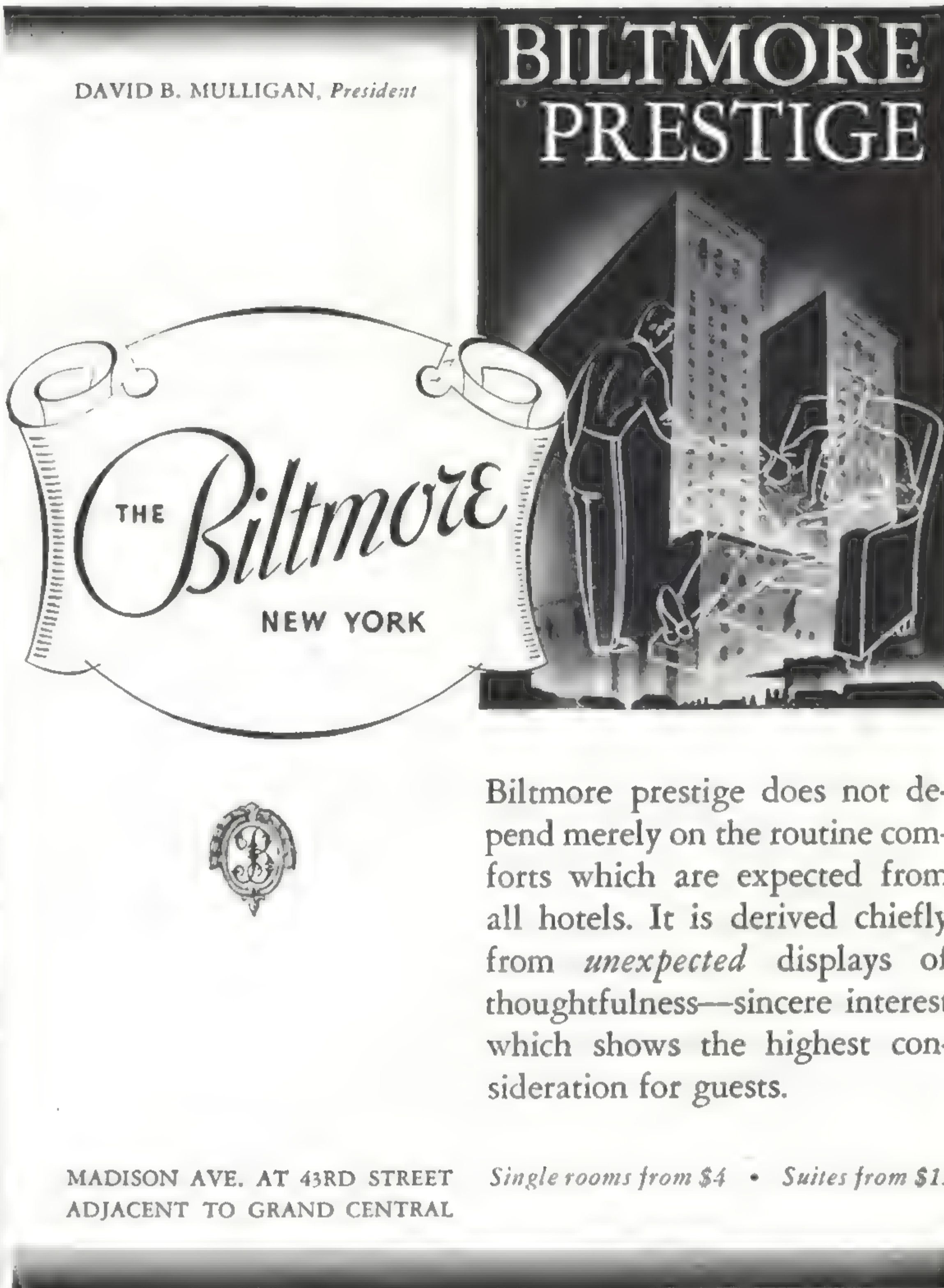
And 150 other leading stores throughout the United States and Canada.



**PRECIOUS GEMS
—PARIS INSPIRED**

The new Trabert & Hoeffler collection reflects the coming trend in jewel fashions as interpreted by our designers who have just returned from abroad. These exquisite creations, therefore, combine the authenticity of Paris with that sparkling originality which is invariably associated with the name Trabert & Hoeffler. You will be thrilled by their beauty and amazed at the low prices which we have achieved by the economy of combining our workshop and designing rooms under the same roof with our new retail salon.

Trabert & Hoeffler Inc.
Park Avenue at 55th Street, New York
Los Angeles Paris



DAVID B. MULLIGAN, President

**BILTMORE
PRESTIGE**

THE *Biltmore*
NEW YORK

Biltmore prestige does not depend merely on the routine comforts which are expected from all hotels. It is derived chiefly from *unexpected* displays of thoughtfulness—sincere interest which shows the highest consideration for guests.

MADISON AVE. AT 43RD STREET
ADJACENT TO GRAND CENTRAL

Single rooms from \$4 • Suites from \$12

A KWIK SOLUTION OF A CAMPUS PROBLEM



Dressing practically on the run is an inevitable prelude to early morning classes. That may explain why the smart undergraduate, when assembling her semester's wardrobe, seeks out the Kwik slide fastener on skirt plackets, sweater and blouse closings, and even on her lingerie and purses. She has learned that the Kwik slide fastener is absolutely reliable for smooth action, that there are no rough edges or sharp corners to rasp her young hands or tear the fabrics she has so carefully chosen. She appreciates the fact that there is a fastener of correct size and weight for every need.

MANUFACTURED SINCE 1927

KWIK

SLIDE FASTENER

United States Rubber Products, Inc.
Shoe Hardware Division

WATERBURY, CONNECTICUT



United States Rubber Company



Hats by Sergé



Lucky Strike Fashions

have come to life

No need to envy the Lucky Strike Cigarette Girls any longer, for the clothes they wear can now be found in the smartest Shops everywhere.

Lisbeth has designed them. The beautiful colors, the young, slim perfection of the styles that you see in Lucky Strike advertising can now be your very own. • For further information, write directly to the maker, David Crystal, 498 Seventh Avenue, New York City.

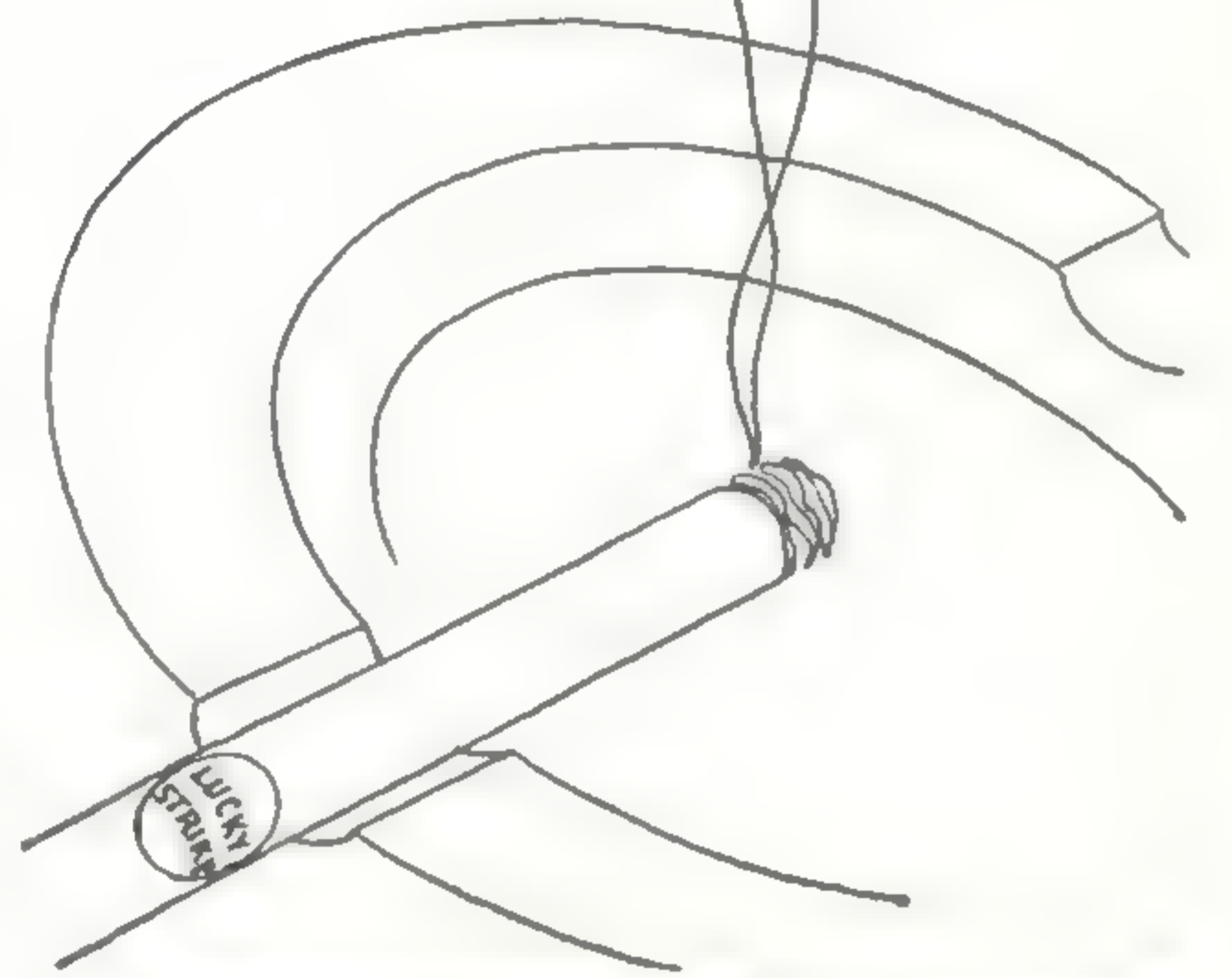
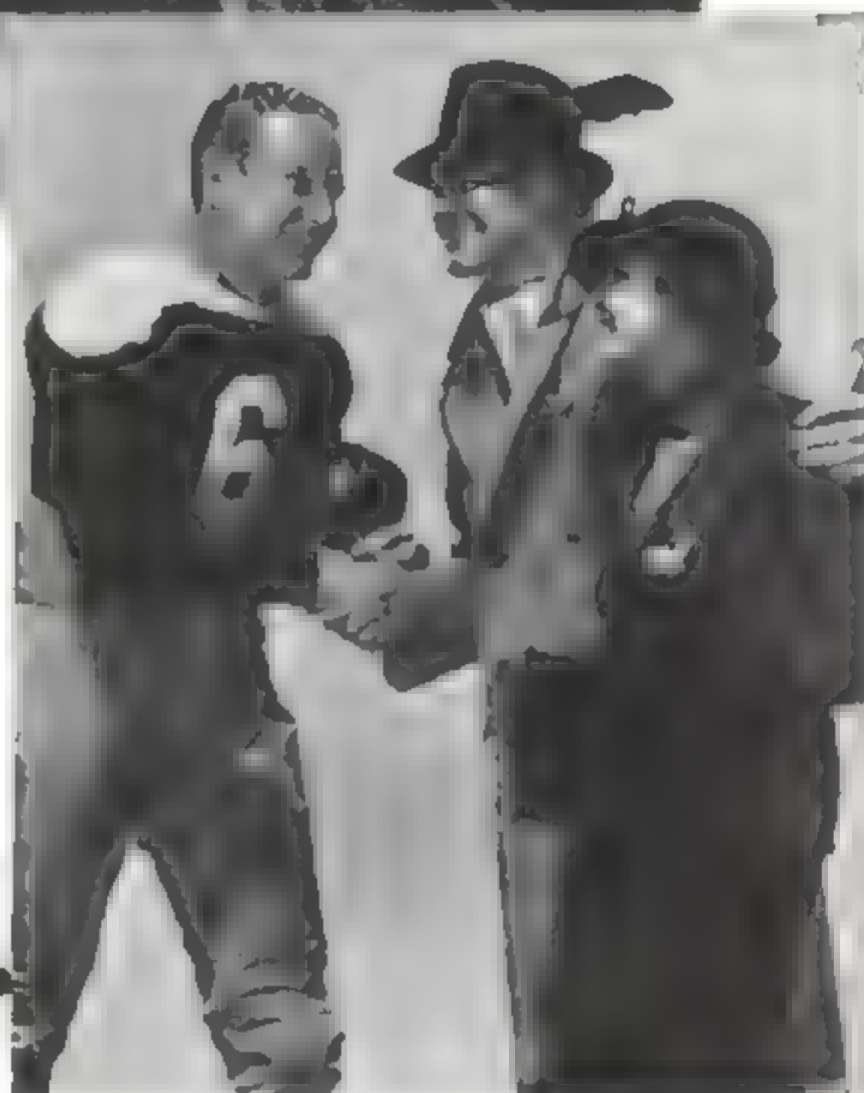
In New York you will find them exclusively at

BONWIT TELLER FIFTH AVENUE
AT FIFTY-SIXTH

and at leading stores throughout the country, including

Neiman-Marcus	Dallas, Texas	Halle Bros.	Cleveland, Ohio
Jays, Inc.	Boston, Mass.	Roos Bros.	California
Desmond's	Los Angeles, Calif.	Martha Weathered	Chicago, Ill.
O'Neil's	Baltimore, Md.	J. L. Hudson	Detroit, Mich.
Town & Country	New Orleans, La.	Kyne & Daley	Sacramento, Calif.
The Hetrick Shop	Harrisburg, Pa.	Hess Bros.	Allentown, Pa.
Wm. Goodyear Co.	Ann Arbor, Mich.	C. W. Klemm	Bloomington, Ill.
Burger-Phillips Co.	Birmingham, Ala.	Leon Frohsin	Atlanta, Ga.
Saxon-Cullen	Augusta, Ga.	Sally Lou	Aurora, Ill.
Watt & Shand	Lancaster, Pa.	E. S. Levy	Galveston, Tex.
W. Lewis & Co.	Champaign, Ill.	Frank Murphy	St. Paul, Minn.
Sport Shop	Spartanburg, S. C.	M. J. Frankel	Cedar Rapids, Iowa
Lou Johnson	Tacoma, Wash.	Ernest Grissom	Abilene, Tex.
Simmond's	Altoona, Pa.	Sadye Ann	Syracuse, N. Y.
Dalton Co.	Baton Rouge, La.	Morton Coy	Binghamton, N. Y.
Claire Brown Shoppe	New Castle, Pa.	Emporium	Jackson, Miss.
Stuart's	Hyannis, Mass.	Roshek Bros.	Dubuque, Iowa
Suzanne	St. Louis, Mo.	Guest House	Rockford, Ill.

(FOR ADDITIONAL NAMES SEE PAGE 31)



CONTINUED FROM PAGE 30

Lucky Strike

FASHIONS

designed by Lisbeth

Meyer Jonasson	Pittsburgh, Pa.
Polsky's	Akron, Ohio
J. R. Millner	Lynchburg, Va.
Smith-Kasson	Cincinnati, Ohio
Jeannette Dress Shop	Reading, Pa.
H. S. Manchester	Madison, Wisc.
Bronson King	Torrington, Conn.
Sport Shop	Albany, Ga.
Town & Country	Nashville, Tenn.
Gertrude C. McMahon	Newport, R. I.
Rothschild Bros.	Ithaca, N. Y.
Maas Bros.	Tampa, Fla.
Stone & Thomas	Wheeling, W. Va.
Schuetz Bros.	Manitowac, Wisc.
Yowell Drew	Orlando, Fla.
Emily Greenslet	Glens Falls, N. Y.
Flammers Ready-to-Wear	Lima, Ohio
Menig	Denver, Col.
Huttons, Inc.	Houston, Tex.
The Meyer Co.	Greensboro, N. C.
Embry & Co.	Lexington, Ky.
Cohen Bros.	Jacksonville, Fla.
Rosenthal D. C.	Beaumont, Tex.
Bournes	Dayton, Ohio

THE HATS

in all the Lucky Strike Cigarette Advertising have been especially designed for Sergé as an integral part of each costume by

Sally Victor

18 East 53rd St. New York

BEAUTY NEWS

• A book covering every phase of the care and refinement of your beauty . . . written by those experts in the beauty game, the editors of Vogue . . . that's news! Amusing to read? Of course . . . but it makes sense, too. It tells you, definitely and concretely, in words and pictures . . .

**What to do
When to do it
And how!**

• What a relief to stop trying this and that . . . to settle down to a regular schedule that you know is right for the care of your beauty. Better start right now . . .

VOGUE'S BOOK OF BEAUTY

\$1

Just send your dollar to VOGUE,
420 Lexington Avenue, N. Y. C.



With Labor Day comes the official end of summer for most of us. We find ourselves back in town for the early autumn openings and to get the youngsters set and off to school again.

Thank Heavens, we can break the shopping day with a rehabilitating luncheon—air-conditioned or out of doors—and relax in the evening over dinner and possibly a dance and one of the new floor shows.

RESTAURANTS

DIVAN PARISIEN—17 East 45th St. Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Luncheon Entrees from 50c, dinner from 60c. Air Conditioning.

JANE DAVIES'
145 West 55th St.
Luncheon 50c, 60c, 75c Dinner \$1 and \$1.25
Vintage Wines

L'ESCARGOT D'OR at 254 West 54th St. on the 16th floor. Delightfully French and best known for its excellent snails and frog-legs. Entertainment and dancing. No cover charge. COLUMBUS 5-9107-9861.

EL CHICO, 80 Grove St.—Authentic Spanish food, wines, waiters, entertainment, music, furniture & decorations. Dancing & dining from 8 to 2:30 A.M. Dinner from \$1.50 and \$2. Tel. CHelsea 2-4646.

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner \$1.00 and \$1.50. Served daily 5 to 8:30 P.M. Sunday dinner. The most talked about dining place in New York. PL. 3-1542.

SEVENTY PARK AVE., corner 38th St.—Entirely air cooled and air conditioned. A marvelous lunch (from 75c) and dinner (from \$1.10), also Murray Hill's most charming and popular bar and lounge.

CRILLON, 116 E. 48th St., is cool these warm days. Justly famous for its incomparable cuisine, well-stocked cellar. Luncheon, dinner in the dining room, London Buffet in the air-conditioned bar.

HENRI—A "Bit of Paris in New York". 40 W. 48th St. Finest food prepared in the authentic French manner. Dinner \$1.75, from 5 to 10 daily, all day Sundays. Also à la carte. BRyant 9-4340

THE BLUE BOWL AT 157 EAST 48th ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.15.

KENTUCKY SERVES A MEAL
and a Mint Julep
in a cool, delightful, homelike atmosphere.
Elizabeth D. Reynolds, Inc. 15 East 48th St.

GRIPSHOLM—324 EAST 57th St. Newest Swedish restaurant featuring Swedish hors d'oeuvres with regular dinners, \$1.25. Also luncheon and cocktails. ELdorado 5-8476.

STARLIGHT ROOF—THE WALDORF-ASTORIA, Park Ave., 49th to 50th, N. Y. Luncheon, Dinner, dancing, supper-dancing. Phil Harris and his Orchestra, featuring Leah Ray, Xavier Cugat and his Tango Band. Lounge Café, Cocktails, Res. EL. 5-3000.

ROCKEFELLER PLAZA RESTAURANT and Cocktail Lounge, 32 West 50th St., R.C.A. Bldg. Luncheon from 90c. Dinner—Old New York Room—from \$1.25. Dinner and Supper—Plaza Room—A la carte. Walter DeSoto and Eve Young entertain during Cocktail Hour (5 to 8) and After Theatre Supper (10 to 1). Air-conditioned. "Smart but informal."



DISTINCTIVE BAR

RITZ-CARLTON, Madison at 46th. The Ritz Bars—Ladies' Bar for ladies and their escorts; Men's Bar for their exclusive use. Both popular rendezvous before lunching or dining in the Oval Restaurant.

OUT-OF-TOWN

HARVEY'S FAMOUS RESTAURANT—1107 Connecticut Avenue. Famous for notable dinners and distinguished diners since 1858, your Washington visit should include this far-famed epicurean rendezvous in the Nation's Capital.

ANNA HELD'S FARM—Bronx Parkway Extension. Dine by the side of a lazy brook in cool northern Westchester. Dancing nightly. A delightful week-end resort. Tennis and swimming. Phone Peek-kill 3040.

CAFES

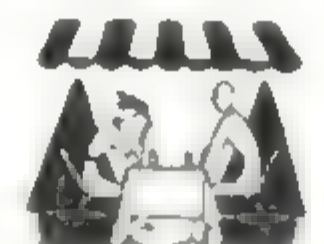


ST. MORITZ-ON-THE-PARK, 50 Central Park So. Cocktail Hour in the Café de la Paix, luncheon in America's only Rumpelmayer's, dinner and supper dancing with entertainment in the Continental Grill.

BLACKSTONE CAFE & BAR—50 East 58th St. Special luncheon with cocktail 75c, Dinner \$1.25, or with champagne cocktail \$1.50. Favourite place for luncheon, cocktails, dinner, and after theatre.

FRENCH CASINO, Folies Parisienne, 7 Ave. at 50 St. For dinner and supper. Brilliant successor to Revue Folies Bergères. 3 orchestras, \$2.50 except Sats. & Hols. For reservations phone COLUMBUS 5-7070.

SUSAN PALMER'S RESTAURANT, 4 W. 49th St., during the hot weather, has the most tempting cold buffet luncheon, 75c, and dinner, 5:30-10 P.M., \$1. The huge "board," set up in the cool and comfortable bar, has an array of cold meats, luscious crisp salads, fresh vegetables and soups, plus many new ideas just brought back from Scandinavia by Mrs. Palmer. Eat as much as you wish, too.



OUT-O'-DOORS

PAVILLON MARGUERY—47th ST. & PARK AVE.
The only garden in New York where you can lunch and dine al fresco protected from heat and sudden showers. Canopy cooled by unique spray. Entertainment and daily specialties. Wickersham 2-8494.

KUNGSHOLM at 142 East 55th St. announces the opening of a charming and unique summer garden, featuring famous Kungsholm Swedish Hors d'oeuvres. Also served in cocktail lounge and Continental café. Luncheon, dinner prix fixe. EL. 5-8133.

LE COQ ROUGE—65 E. 56th St. Internationally famous cuisine. Where Society meets for Luncheon, Dinner & after theatre. Dancing. Continental atmosphere. Entertainment. "Le Coq Rouge Trio." Res. PL. 3-8887.

FRANCES LYNN—10 West 55th St. Just off 5th. Delicious food in a comfortable "Out O' Doors" For "Pennywise New Yorkers" Luncheon 35c, 50c Dinner 55c, 75c, \$1.

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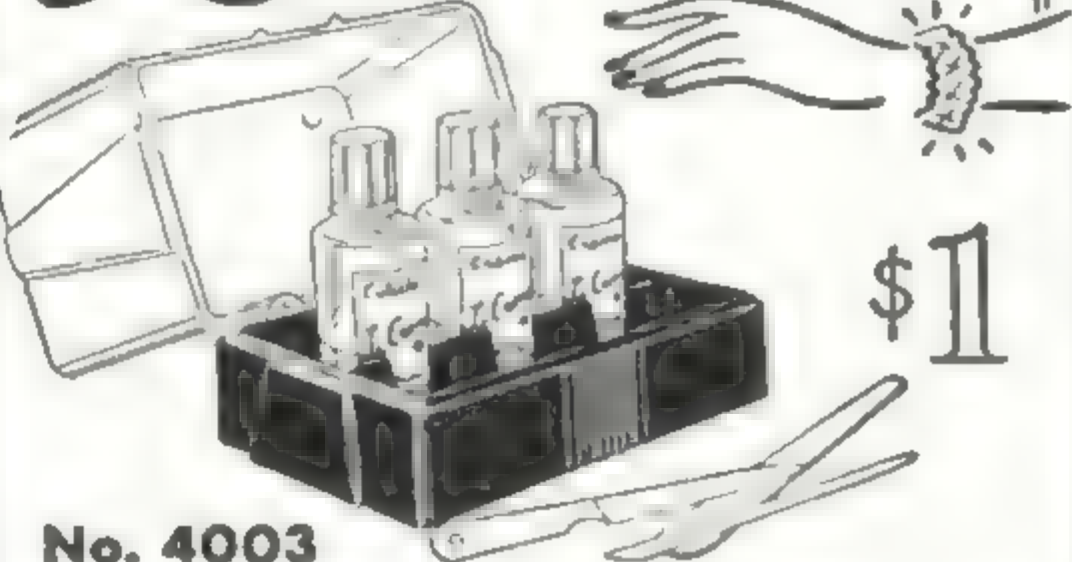


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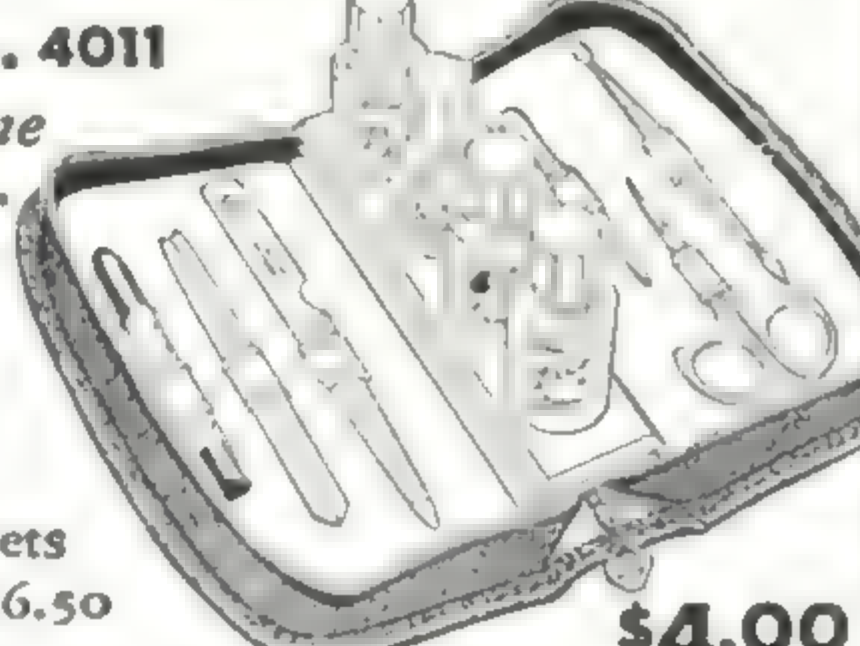


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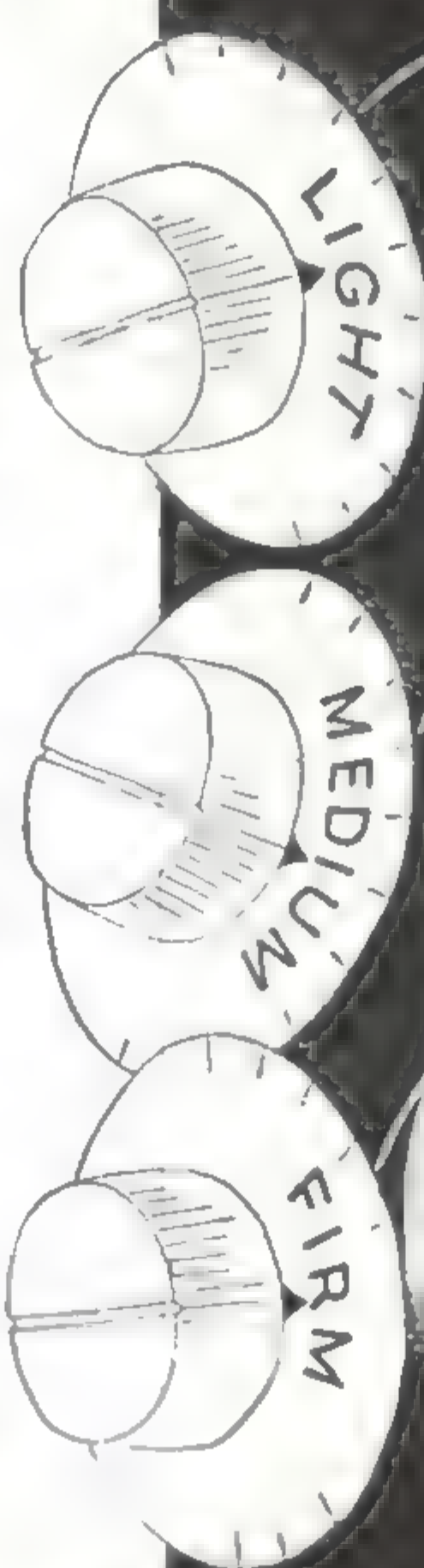
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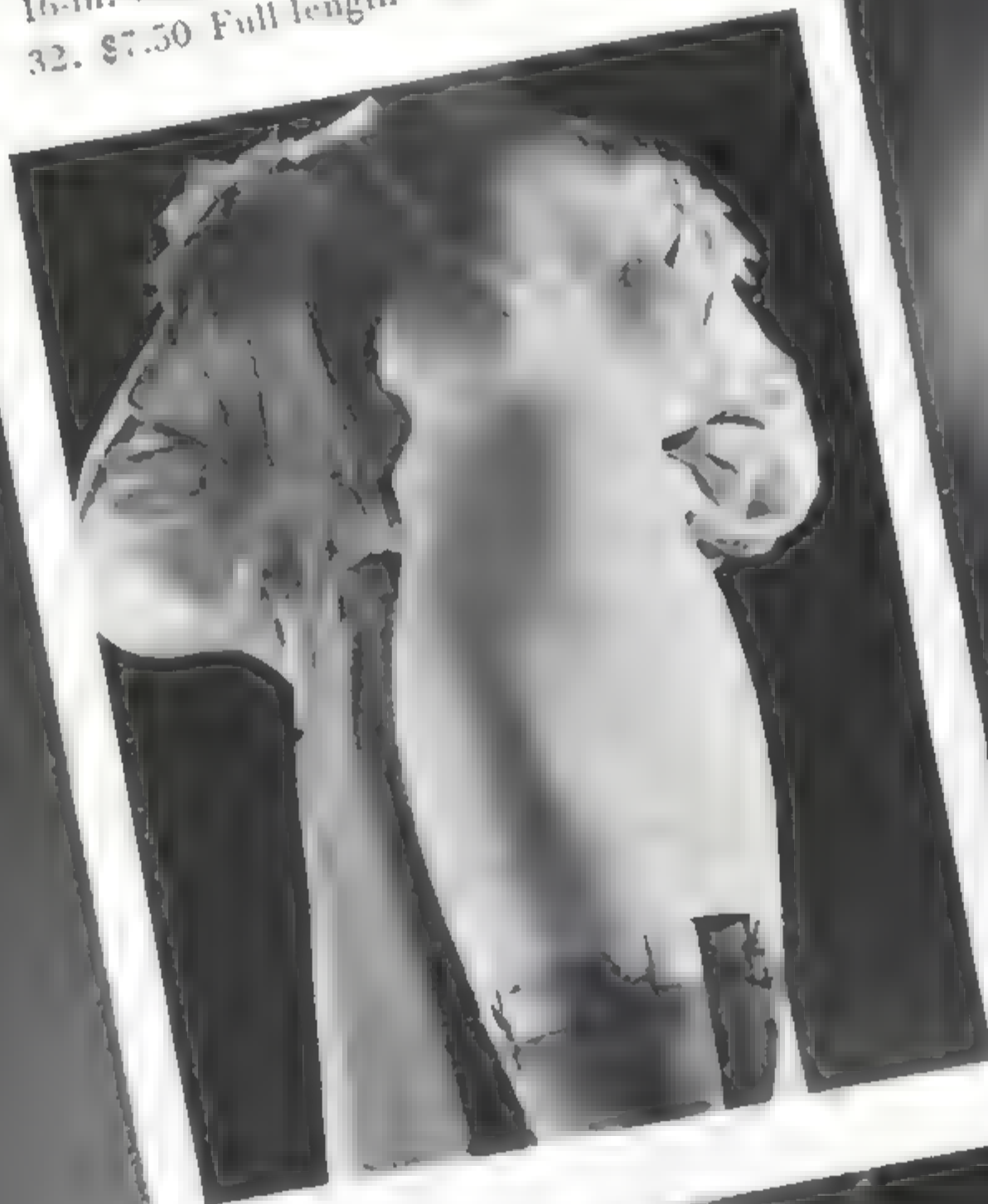
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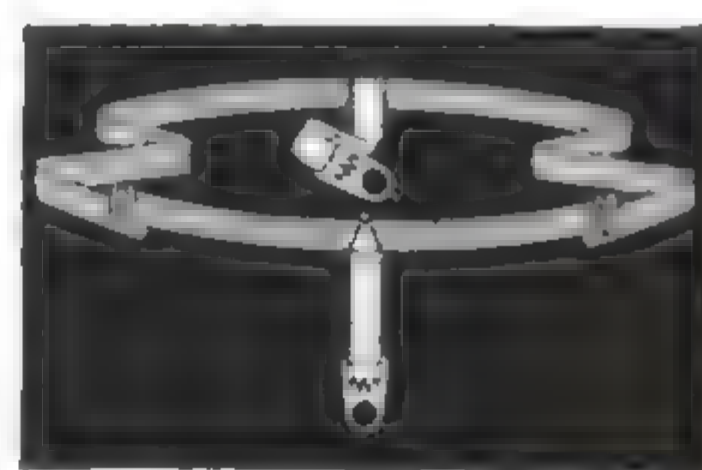
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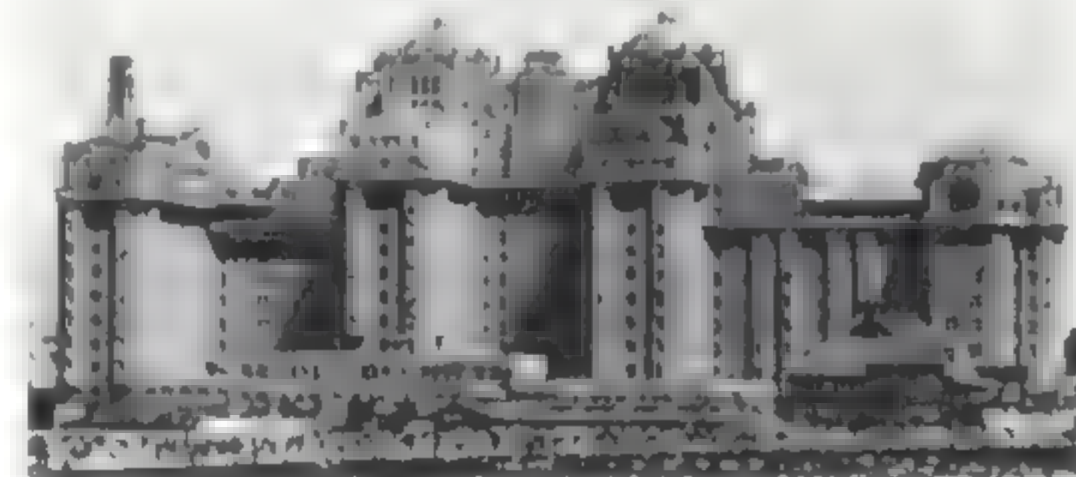
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SHOECRAFT: Specialists in fitting the narrow foot and heel. All sizes to 11. AAAAA to C. Send for booklet VB, showing smart new models, prepared to assist you in ordering by mail. Fit guaranteed. 714-5th Ave., New York

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J. TUZZOLI makes a Suit, Coat or Gown for \$65 which cannot be duplicated for less than \$125. Quality and Materials faultless in Make and Fit. New Models now ready. Furs remodeled. 18 E. 53rd St., N. Y. WI. 2-2459

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WILLIAM ROBERTS—A MAN'S TAILOR for Women, will cut, fit and tailor mannish suits and coats with a distinct British touch. Entirely custom-made of imported men's fabrics. From \$39.50. 9 West 45th St., N. Y. C.

P. BASILE & SON creates for the discriminating woman individual custom-tailored suits, coats and gowns of the finest imported & domestic fabrics; Fall fashions. Modest prices; remodelling. 17 E. 53rd St., Vol. 5-7584

TROUSSEAUX

THE PURPLE BOX—26 E. 55th St. Has moved from 11 E. 55th St. to new & larger quarters. Handmade Lingerie, Negligees & linens. Trousseau a specialty. Novelties & Travelling Accessories. Exquisite monogramming

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MME. NAFTAL PAYS CASH—Turn discarded clothing & trinkets into cash. Highest prices paid for slightly used gowns, furs, jewelry, house furnishings. Est. 44 yrs. Write or call Mme. Naftal, 69 W. 45 St., N. Y. Bry. 9-6288

MME. NAFTAL, Bryant 9-6268, will purchase at highest valuation slightly worn street and evening gowns, wraps, furs, diamonds, jewelry, silverware. Write or call 69 West 45th Street, N. Y. BRyant 9-6268

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ENGRAVED WEDDING Invitations and Announcements. Everett Wadley Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Va.

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REDUCE SAFELY! Massage; electric cabinets and blankets; colonic irrigations; ultraviolet rays. Will come to your home. Moderate. Margaret Deuster Salon, 75 East 55th Street, New York City. ELdorado 5 8118

THE HEALTH ROOF. Change body contours—Lose or gain weight Nature's way. Natural sun Baths—Individual exercise—Electric Cabinets—Roller Reducer, body massage, etc. 480 Lexington, PL 3-6472. Appointments only



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Choice
in
Furs*

Alaska Sealskin, now in high fashion favor, reveals new youthfulness in this slim, suave Safari Brown model.

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May we send you the dates
of our exhibits in your city?



De Pinna presents this plaid
jersey suit (jersey and shorts,
English model) in green and
red or navy and red. Sizes
3-6. \$5.00

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FIFTH AVENUE AT 52nd STREET

I'm a Hit!

I'm "Buttons"



I'm the new Shoecraft hero. Lothario
was gay. I'm the same way. When
ladies see me they can't say nay. In
suede, kid, and patent, colors and
combinations. Always and only at
Shoecraft; always and only . \$12.50

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714 FIFTH AVENUE, NEW YORK
AAAAA to C. Narrow fitting heel
8 1/2 9 1/2 10 add \$1. 10 1/2 11 add \$3.
Reg. U. S. Pat. Office

Vogue Covers

Trends in tatting



• I think there is going to be a civil war. It is not that I take much stock in the hairy men in Union Square standing on the boxes which held soap they never used and shouting about doom. It's not that. It's the fancy-work. Women have taken it up, women who, a year ago, were striding up and down Virginia drawing-rooms shouting, "Where's that damned horse," and gulping whisky neat from the sideboard before riding out to hunt the camphor bag. Now, these Amazons sit sighing by the lilac-tree with little pointed things in their hands, knotting and twisting string with them until they have made an antimacassar. Antimacassars were once used to keep the macassar-oil from men's long curly locks off the upholstery. When men wear long hair, they wear beards to match; where there are beards, there is romance; and where there is romance, there must be war to feed it, to keep the women quiet and distressful and the men bold. It will be quite a nice little war, with lots of cavalry in it, probably lancers. This is all a part of the American Trend in Romance.

On the Drive

• The City of New York has endeared itself even more to the hearts of its denizens this past year by being so mindful of our comfort, pleasure, and diversion. Under its paternalistic policy, I was glad to see, last spring, the reopening of the historic Claremont on upper Riverside Drive. And, visiting the place again recently, I observed that it is a good thing to see a greater number of people enjoying this spot on the

river, even though the chic are lost in the crowd. What a contrast to the old days, when you couldn't touch tea at Claremont Inn for less than a couple of dollars—now you can have tea with dancing for something like fifty cents. Double or triple that amount will cover lunch or dinner, plus no cover charge.

The old house has been renovated and freshly painted. Further change we hope won't happen. But at least nothing can possibly be done to change its history—a history of Revolutionary battles fought on the spot; of dignitaries gathering to applaud the original run of Robert Fulton's steamboat; and of glamorous personalities who more lately came here for diversion. So the aura of the past still lingers—and in addition there is a terrace garden, and there are the rhythms of Freddie Starr and his orchestra by night (with music, too, as a special feature of Saturday lunches).

It's probably going to be a cosy winter for the Claremont.

Try the lemon pie



• When a quiet little restaurant in a side street doesn't boast, doesn't serve anything stronger than good coffee, and yet has practically a club of business men going there day after day, these are sure signs that it serves excellent meals.

All of which is true of The Blue Bowl at 157 East Forty-Eighth Street. Yes, it is run by ladies, but no, it is not a tea-room. It is informal and friendly in its atmosphere, and its sole specialty is good food, prepared in homely fashion and served in satisfying combinations. No use reporting what is offered in the way of luncheon at about 50 or 75 cents, or dinner at about 75 cents to a little over a



Profile of a classic
Greek Coiffure
permanently waved
and artfully adapted
to the tempo of 1936

Plaza 3-8090

Emile
21 East
56th Street

New hats

FOR A SEASON IN TOWN



SPORT HATS, DRESS HATS



HATS TO MATCH A GOWN

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THE
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and "GOOD TASTE"
ARE SYNONYMOUS



HENNING SHOES

exclusively in
New York at

THE TAILORED WOMAN

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729 Fifth Avenue at 57th Street



A trim fitting coat
for the small boy. This Na-
poleon hat is really very new
and chic.

Coats for girls through 10
years of age and for boys
through 4.

*Layettees — unusual gifts for
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NEAR 50th ST. NEW YORK



For the sophisti-
cate this two-
piece silk dress
has a blouse
trimmed with
Soutache braid
—the chic cha-
peau—can be
made to match
the velvet ascot.

\$49.75

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To suit the individual



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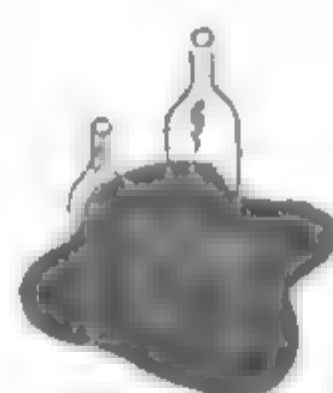
NEW YORK

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 41)

well-meant effort to keep your home from falling apart, you simply telephone Repairs, Inc., at Plaza 3-6364, or drop in at 38 East Fifty-Seventh Street. This organization will do everything for you, from mending your antique Waterford goblets to replacing the worn bits in your tapestries—or even your grandmother's rose-point wedding-veil. There is, in fact, nothing that these miracle-workers can't mend. They will show you, besides, just what sort of mending their expert craftsmen can do and give you estimates without charge or obligation. They will also, of course, call for and return your breakables or whatever it is that the moth, rust, or Annie's heavy hand has corrupted.

If drink we must!



• Gin, known to many of us as mother's ruin, is finding a rival in another seductive and sophisticated form of dynamite. Vodka (not the

potato variety, but the grain vodka) and apricot brandy and lime make up a very good cocktail. Whether the world is harder to please or whether it is just more inventive, I don't know, but new drinks seem to be evolved every day. And far be it from me to complain about it.

Ocean breezes

• If you're weary—or recovering from an illness—or simply fed up with the way things are going at home—you can't do better than to treat yourself to a sojourn at Chalfonte-Haddon Hall, in Atlantic City. The place may be obvious, but the hotel doesn't belong in that category. Since Chalfonte-Haddon Hall caters to people of quiet tastes (but not too quiet), there's no bar. But there are plenty of other things to make up for it. An unusual amount of space is given over to public rooms; you'll find the most modern game-rooms, squash-courts, music-rooms, card-

rooms—all amusingly and attractively decorated, as well as luxuriously equipped. If you want to loll about on the beach all day, you can rent a beach-cabaña, by the day or by the week. Lunch right there, without the bother of dressing, at the Surf-Club Grill. Any time you feel Sybaritic, you can have every kind of health bath—steam, electric, or sun—and all kinds of divine massages and rubs. But that isn't all. On the thirteenth floor of Haddon Hall Tower, there's not only a ballroom, but a completely equipped little theatre, seating five hundred people. Still, all this luxury would count for little by itself; the important thing is that Chalfonte-Haddon Hall is backed up by a thoroughly charming atmosphere, a tradition of quiet excellence, and a consistently nice clientele. All of which makes a very good reason to leave home and go to Atlantic City. It actually is one of our American cures, you know.

When Al Smith goes to bed



• When you sit on your penthouse roof and drink a long, cool Tom Collins, keep your eye on the lights on top of the Empire State Building. And, when they go out, which they do at the same hour every night, you can then turn to your companion and say—"Well, I guess

it's time to go now, Al Smith has gone to bed." Of course, you say this only if you're bored. But I don't have to tell you that, do I?

Silver Grill

• Where to lunch—without going far, or losing time, or spending a largish sum—that is a question often asked. The answer that will interest those who find themselves on shopping or on errands bent is quite likely to be the Silver Grill at The Lexington. It has an intimate, cosy atmosphere, and the cuisine is more

Wools IN THE
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Natural Wool Jerseys
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Suits and Dresses

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• Utter simplicity is the key-note of this lovely suede shoe with its broad instep band and its smooth foot-hugging fit.
Brown or Black. \$10.50

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Established 1863
427 Fifth Avenue, New York

Gays In Boston -
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Important
Costumes
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CUSTOM MADE
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N.Y.
MIAMI BEACH

VOGUE COVERS THE TOWN

personalized than you might expect in a busy hotel. The menus, for example, always include dishes of the home-cooked American sort, wholesome yet flavourful. The final pleasant surprise is the bill, which is so tactfully modest. The daily special lunch includes three courses, all for something like sixty-five cents to a dollar, depending upon the entrée ordered. I'd advise starting, however, with an Old-Fashioned, because the bartender will make it with bonded Bourbon seventeen years old, quite as a matter of course. It is reassuring to know that *all* of the vegetables here are *always* fresh, and the salads are a great specialty. Also quaint but tempting desserts, such as upside-down cake, fluffy meringue pies, and creamy pudding. If all this is against your diet, there are plenty of suggestions à la carte.

Strictly bourgeois

• I tried my best to keep it dark. I knew it in the "days when," and didn't want to see it spoiled. But now that every one else is going there and a mob lines up at the bar every night waiting for tables, I might as well talk about it. I mean the Original L. H. Bonat Restaurant—a remarkable and excellently cheap table d'hôte in an old house at 330 West Thirty-First Street. It began in the basement—kitchen and dining-room all in one, reminiscent of a Marseilles boarding-house in atmosphere. Now you can scarcely find an unoccupied table on any floor, and the customers consume (among a great deal else) fifteen hundred snails a week! Fortunately, Bonat's isn't spoiled yet, despite its popularity. Madame Bonat still bosses her public, keeps an eager eye on the chefs and the waiters, and tends the cash-register. Service is "family style"—unlimited hors-d'œuvres, vast tureens of the *potage du jour*, a great choice of entrées and what-not, all for a price that you'd never believe. It's fun if you can get in. I can only advise that you choose Mon-

day night and go as early as possible.

Yo-ho-ho



• If you like a Cuban rum cocktail, you might try the "Bebida." Have one or more at the Biltmore, and you'll want to add it to your own home list. This is the way Dan Donnelly shakes it:

1 jigger Bebida rum (blanco)
1 bar-spoon of granulated sugar
juice of ½ lime
juice of ¼ orange
4 sprigs of fresh mint
(Shake with ice and strain into cocktail glass)

Aid to broken jewellery

• Haven't you for ages wondered who in all this metropolis of ours will repair or remodel those semi-precious and imitation pieces of which most of us have quite a goodly collection—a bracelet with a broken clasp or link, or one of those very lovely, but perishable pieces of kaleidoscope jewellery? The other day, I discovered just the man. I had a little French belt—one of those intricate things with rhinestones and baguettes all woven together on tiny gold threads as fine as hair. And, as those lovely things are wont to do, it broke. I took it to one store after another, and everywhere I was told it was too difficult a job to undertake, or else they just wouldn't do outside work. Then some very kind friend told me about Mr. Pruzansky, on Sixth Avenue and Thirty-Sixth Street. So over I went to his little shop, and, in two days, I had my belt back, as good, or better than new.

Since then I've gotten to know his work pretty well, and he's really an expert. He'll repair, remodel, or recut anything at all—from earrings to shoe buckles—and at a very reasonable fee. His address is 73 West Thirty-Sixth Street, and he's a good man to keep in mind. (Continued on page 132)



Rabbits hair wool in Oxford gray, brown, rust, or green topped with contrasting shirred velvet scarf. \$39.00
The ensemble with Sussliki Fur Swagger. \$169.00

DELAINE MYRTLE CLAIRE, INC.
72 East 56th St., New York

Snuggleband.

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FOUNDATION

The Pioneer
4 in 1 garment



Holds and molds the figure. Lets the body breathe.

Gives all the new body lines.

Talon fastener. Garters button on for convenient laundering.

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We advance with the times and keep in touch with the figures of the day.

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Lowell, Massachusetts



The Traveler

Three-piece ensemble of English nubby wool trimmed with moiré Russian caracul on suit and sleeve of swagger coat. \$175.

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Fanny and Hilda
501 MADISON AVENUE, NEW YORK
AT 52ND ST.

French's creative genius designs footwear of mature chic for style-conscious young women

The shoe below in black, blue, brown \$14.75



French Bootery

586 MADISON AVENUE
at 57th STREET, NEW YORK

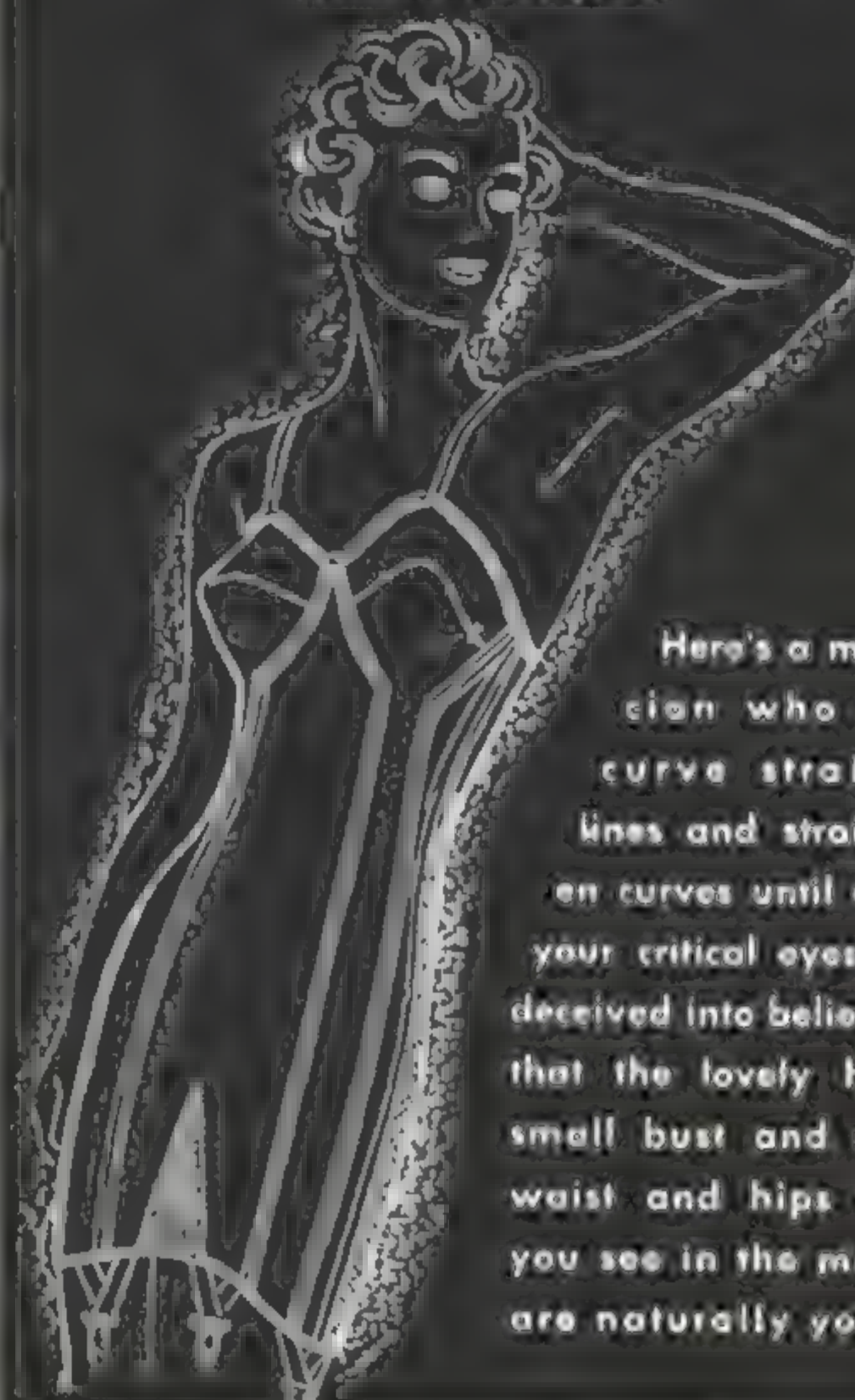
Shops to know

No matter how familiar you may be with the New York shops, you can't possibly know all the good ones. Here are some of the smartest specialty shops to be found. Whether it's a beauty treatment, a particular type of sports dress, a shoe, or a hat—the chances are you'll find it among the shops advertised on these pages. You may write to any of them with entire confidence in their integrity, for they measure up to the same plane of smartness upon which Vogue itself operates.

Ruth Merzon

45 WEST 57th STREET, N. Y.

(Established 30 years)



Here's a magician who can curve straight lines and straighten curves until even your critical eyes are deceived into believing that the lovely high, small bust and slim waist and hips that you see in the mirror are naturally yours!

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SHOWING OF
EXCLUSIVE HAND-
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A SNOWFLAKE FOX COLLAR TOPS THE CHIC JACQUETTE OF THIS
IMPORTED WOOL SUIT . . . GREEN, PORTO, BROWN OR BLACK

SADA SACKS

671 MADISON AVENUE—NEW YORK

SOCIETY

DEATHS

NEW YORK

Colgate—On August 22, in New Vernon, New Jersey, Margaret C. Auchincloss Colgate, wife of the late Richard M. Colgate.

Rockefeller—On August 22, in Greenwich, Connecticut, Isabel G. Stillman Rockefeller, wife of the late Percy A. Rockefeller.

Wilson—On August 2, Alice Cori Wilson, wife of William W. Wilson.

BIRTHS

NEW YORK

Astor—On July 19, to Mr. and Mrs. John Jacob Astor (Ellen Tuck French), a son.

Fisk—On July 20, to Mr. and Mrs. Pliny Fisk, junior (Rachel Boehm), a daughter, Rachel Hepburn Fisk.

Hattersley—On July 20, to Mr. and Mrs. Robert C. Hattersley (Virginia Luke), a daughter, Julie Hattersley.

Munson—On July 16, to Mr. and Mrs. N. Van Vranken F. Munson (Helen M. Lusk), a son, Edgar Munson.

Nason—On July 12, to Mr. and Mrs. James R. P. Nason (Mary W. Harmon), a daughter, Sarah Harmon Nason.

CHARLESTON, WEST VIRGINIA

Carmichael—On August 9, to Mr. and Mrs. Harry St. John Tucker Carmichael (Margaret Lyle MacCorkle), a daughter, Margaret Lyle Carmichael.

CHARLOTTE, NORTH CAROLINA

Shelton—On August 7, to Mr. and Mrs. Thomas M. Shelton, junior (Louise Tate), a daughter.

CINCINNATI

Bailey—On July 27, to Mr. and Mrs. Samuel Bailey (Elsie H. Warrington), a daughter, Barbara Allen Bailey.

Brodhead—On July 22, to Mr. and Mrs. James Easton Brodhead (Martha P. Mithoefer), a daughter, Florence Brodhead.

Ray—On July 22, to Dr. Victor Ray, junior, and Mrs. Ray (Jane O. Gayle), a son.

Withrow—On July 24, to Mr. and Mrs. Andrew Hickenlooper Withrow (Adelaide Edwards), a son.

CLEVELAND

Gates—On July 15, to Mr. and Mrs. Edward L. Gates (Jane Powning), a son.

PHILADELPHIA

Snowden—On July 15, to Mr. and Mrs. George Grant Snowden (Adelaide Farr), of New York, a son.

SAINT LOUIS

Glidden—On July 7, in Norwalk, Connecticut, to Mr. and Mrs. Arthur Leland Glidden (Jane Butler), of New Canaan, Connecticut, a son, Jocelyn Cheney Glidden.

SAN DIEGO

Allen—On July 26, to Mr. and Mrs. Willis Merz Allen (Ruth Annable), a daughter, Louise Bahr Allen.

BIRTHS

SPOKANE

Richards—In August, to Mr. and Mrs. John Smith Richards (Ruth Triplett), of Cœur d'Alene, Idaho, a daughter, Jill Richards.

TORONTO, ONTARIO

Allen—On July 14, to Mr. and Mrs. F. Duncan Allen (May Pearce), a son.

Gunn—On July 16, to Mr. and Mrs. Andrew D. Gunn (Frances Pearce), a daughter.

Seagram—On July 14, to Mr. and Mrs. Campbell A. Seagram (Beryl Heinke), a son.

WASHINGTON, D. C.

Alfaro—On August 2, to Dr. Victor R. Alfaro and Mrs. Alfaro (Nancy Hamilton), a son.

Dunckel—On July 6, in New York, to Mr. and Mrs. Wallis Bleecker Dunckel (Margaret L. Sutherland), a son, John Sutherland Dunckel.

WINNIPEG, MANITOBA

Heffelfinger—On July 9, to Mr. and Mrs. George Wright Peavey Heffelfinger (Ruth Jones), a daughter, Ruth Heffelfinger.

Hodgman—On July 26, to Mr. and Mrs. Charles Linton Hodgman (Elizabeth Gage), a daughter, Louise Russell Hodgman.

Holland—On July 4, to Mr. and Mrs. Sanford Holland (Beck Dennistoun), a son, James Michael Holland.

WEDDINGS

NEW YORK

Banks-Hall—On July 23, in Deauville, France, Mr. Talcott Miner Banks, junior, son of Mr. and Mrs. Talcott Miner Banks, of Williamstown, Massachusetts, and Miss Kathleen Macy Hall, daughter of Mr. and Mrs. Irving Kent Hall, of New York and Scituate, Massachusetts.

Bishop-Brokaw—On September 6, in Saint John's Protestant Episcopal Church, Lattingtown, Long Island, Mr. James D. P. Bishop, son of Mrs. Francis C. Bishop, of New York, and Miss Lucile Brokaw, daughter of Mr. and Mrs. Irving Brokaw, of New York and "Frost Mill House," Mill Neck, Long Island.

de Guigné-Christenson—On July 28, in Burlingame, California, Mr. Christian de Guigné, son of the late Christian de Guigné and Mrs. Paul T. Iaccaci, of Burlingame, and Miss Eleanor Christenson, daughter of Mrs. Louis Shattuck Cates, of New York and Burlingame.

Dorr-Koons—On August 20, at Newfane, Vermont, Mr. John Van Nostrand Dorr and Mrs. Virginia Nell Koons.

French-Wyckoff—On July 22, Mr. Leigh Hill French, junior, of New Canaan, Connecticut, son of Major Leigh Hill French, U. S. A., of Los Angeles, California, and Mrs. Clarence P. Wyckoff, daughter of the late Charles Ranlet and Mrs. Ranlet, of Old Lyme, Connecticut, and Boston, Massachusetts.

SUBTLE YOUNG LINES CREATED IN THE
PARISIAN MANNER OF IMPORTED FABRICS
Custom made from \$18.50

Anna's
HATS

528 MADISON AVENUE, NEW YORK

rilla marie, inc.
*Smart
young
Hats*

485 madison Ave.
NEW YORK

SOCIETY

WEDDINGS

Holden-Link—On July 21, in the First Presbyterian Church, Far Rockaway, Long Island, Mr. John Henry Holden, of New York, and Mrs. Brown Link, daughter of Mrs. Louis Granville Brown, of Lawrence, Long Island.

Parish-Brush—On July 21, in Dublin, New Hampshire, Mr. Edward Codman Parish, junior, son of Mr. and Mrs. Edward Codman Parish, of New York, and Miss Joan de Forest Brush, daughter of Mr. and Mrs. Jerome Brush, of Dublin.

Welles-Hills—On July 9, in Ridgefield, Connecticut, Mr. Roger Welles, son of Mr. and Mrs. Lemuel A. Welles, of Ridgefield, and Miss Frances F. Hills, daughter of Mr. and Mrs. Laurence Hills.

BALTIMORE

Coolidge-Kelly—On July 20, Mr. Winthrop Knowlton Coolidge, son of Mr. and Mrs. Winthrop Coolidge, of Chicago, Illinois, and Miss Laetitia B. Kelly, daughter of Dr. Howard A. Kelly and Mrs. Kelly.

BOSTON

Houghton-White—On August 2, in Emmanuel Church, Manchester-by-the-Sea, Massachusetts, Mr. Samuel Gilbert Houghton, son of Mr. and Mrs. Clement S. Houghton, of Chestnut Hill, Massachusetts, and Miss Sarah Lancashire White, daughter of Mr. and Mrs. E. Laurence White, of Beverly Farms, Massachusetts.

Lyman-Cabot—On September 5, in Saint Michael's Church, Marblehead, Massachusetts, Mr. Richard Warren Lyman, son of Mr. and Mrs. Charles Frederic Lyman, of "Glen Farm," Dover, Massachusetts, and Miss Charlotte Cabot, daughter of Mr. and Mrs. Frank Leslie Cabot, of Woodstock, Vermont, and East Orange, New Jersey.

Scudder-Cram—On September 7, Mr. Wallace McIlvalne Scudder, junior, son of the late Wallace McIlvalne Scudder and Mrs. Scudder, of Cambridge, Massachusetts, and Miss Elizabeth Strudwick Cram, daughter of Mr. and Mrs. Ralph Adams Cram, of Sudbury, Massachusetts.

CHÂTELDON, FRANCE

de Chambrun-Laval—On August 20,

WEDDINGS

at Châteldon, France, Comte René de Chambrun, son of General Comte Adolbert de Chambrun and Comtesse Chambrun, and Mademoiselle Marie José Laval, daughter of Premier Pierre Laval.

COLUMBUS

Huling-Lindenberg—On July 20, Mr. John Vercor Huling, son of the late Frank Huling and Mrs. Huling, and Miss Ann T. Lindenberg, daughter of Mr. and Mrs. George W. Lindenberg.

NEW ORLEANS

Costley-Miller—On August 10, in Trinity Episcopal Church, Mr. Stanley Frederick Costley, son of Mr. and Mrs. Frank D. Costley, and Miss Margaret Miller, daughter of the late Charles Henry Miller and Mrs. Miller.

PASADENA

Poulson-Baker—On August 3, in Pasadena, California, Mr. Wardle Ellis Poulson, son of Mr. and Mrs. Charles A. Poulson, of Los Angeles, California, and Miss Marguerite Disbrow Baker, daughter of Mr. and Mrs. Joseph Disbrow Baker.

PHILADELPHIA

Ramsay-Remak—On September 13, in Saint Paul's Church, Chestnut Hill, Pennsylvania, Mr. John Breckinridge Ramsay, son of the late John Breckinridge Ramsay and Mrs. Ramsay, of Baltimore, Maryland, and Miss Caroline Voorhees Remak, daughter of Mr. Gustavus Remak, of Chestnut Hill.

SAN FRANCISCO

Somers-Stent—On July 20, in Atherton, California, Mr. George Willard Somers, son of the late Dr. George B. Somers and Mrs. Somers, of Woodside, California, and Miss Katherine R. Stent, daughter of Mrs. Frances Harris Stent, of Atherton, and Mr. Ernest Albert Stent.

TAMPA

Williams-Menendez—On July 26, Mr. Harry G. Williams, son of Mr. and Mrs. W. A. Williams, and Miss Teresa Menendez, daughter of the late Manuel M. Menendez and Mrs. Marie K. Menendez.

RANSOHOFFS SAN FRANCISCO



A simple exclusive
tweed, notable for
its individuality and
beauty of line. From
our Fall Collections.

Created Exclusively for
The Gidding Co.
CINCINNATI . . . OHIO



This utterly simple
crush resistant
black velvet frock
designed by
Kiviette is lightened
only by glittering
gold at the throat
and belt—the full
sleeves are shirred
into the bodice.

MRS. **Franklin** inc.

This hand-knitted suit
we call "CHECK-MATE"
adroitly repeats the
pattern of the skirt in
its scarf and pockets.



NEW YORK • BOSTON • PHILADELPHIA • HAVERFORD, PA.

This Homemade

SOUP BUSINESS



A NOTABLE paradox presents itself in the soups concocted in the kitchens of Heinz. Fastidious folk—people whose inclination has always been to scoff at the “canned soup” idea—have lately been unable to tell these Heinz soups from soups made by well trained home cooks.

The reason is, of course, that Heinz soups actually *are* the homemade kind. Prized home-kitchen recipes are followed faithfully. The soup is mixed in small batches, of ingredients obtainable only at the better markets—then slowly simmered in open kettles. Sealed steaming and fragrant into tins, Heinz soups reach you precisely as they are when tasted and approved by the fussy Heinz flavor jury. Perhaps you’ve had many a Heinz soup at dinner parties you’ve attended this season—without knowing.

These eighteen home-recipe soups—a delectable group of the 57 Varieties—await you at your grocer’s. Choose your favorites from these: bean soup, onion soup, consommé, pepper pot, noodle with chicken, beef broth, gumbo Creole, clam chowder, Scotch broth, mock turtle, vegetable, cream of spinach, cream of mushroom, cream of oyster, cream of asparagus, cream of green pea, cream of celery and cream of tomato. Do investigate this paradox that has electrified the food business and won acclaim at our dinner parties.

**By
Josephine
Gibson**

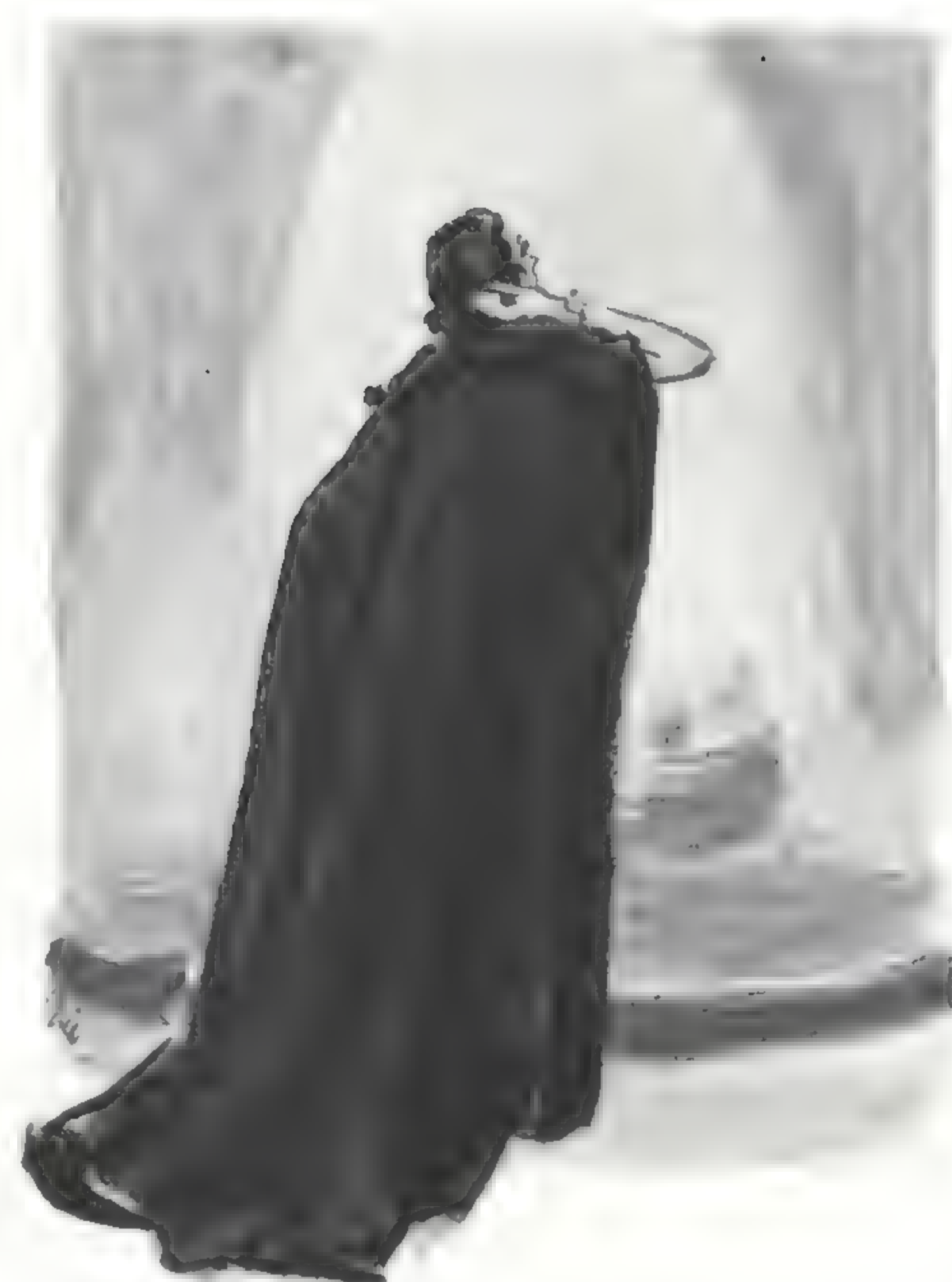
VOGUE

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ONE LONG SWEEP OF MAGNIFICENT FABRIC, DEEP AND POWERFUL IN COLOUR; THIS IS THE DESIGNERS' FORMULA FOR THE WRAP OF THE SEASON. ERIC SKETCHES LELONG'S INTERPRETATION, FOR THE COVER OF THIS ISSUE. IT'S A CAPE OF RICH RED RAYON VELVET, DRAPED IN LAVISH FOLDS DOWN TO THE FLOOR—A CAPE TO MAKE AN ENTRANCE IN; SOMETHING TO WRAP LUXURIOUSLY AROUND YOU IN THE COLD GLITTER OF FIRST WINTER NIGHTS. IT'S TO BE HAD FROM BONWIT TELLER AND FROM I. MAGNIN

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THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH
ALISON SETTLE-EDITOR OF BRITISH VOGUE - MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE
EDNA WOOLMAN CHASE -EDITOR-IN-CHIEF OF THE THREE VOGUES

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... IT FEELS LIKE
FLYING!



AIRFLOW *Chrysler*

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WITH

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You've never known a motoring sensation quite like the automatic overdrive in the Airflow Chrysler Imperials.

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engine is only turning at the usual rate for 40. The gas saving is such that you can drive 60 on less gas than at 40 in conventional drive. The saving on oil is even more spectacular!

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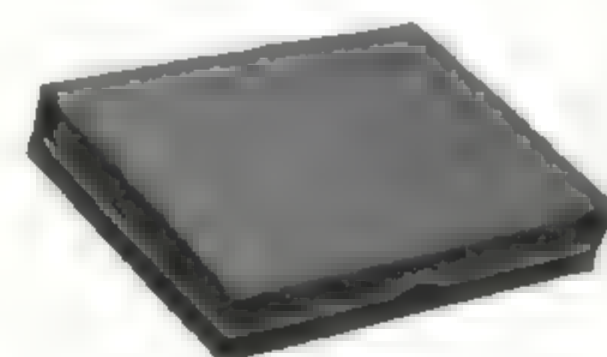
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VOGUE'S

EYE VIEW OF THE MODE



MORE often than not, fashion begins where consistency leaves off. The woman who dresses too logically, all Greek, all Renaissance, all drum-major, flirts with monotony or mirth.

Be Hellenic at night, by all means. Walk in close folds, sculpture your hair about your head—but add some lovely gadget that shouts anachronism and proclaims human frailty.

Carry Schiaparelli's white plaster mask, up there, with its red feather eyelashes. Catch your rebellious locks in her gold thread fillet, pearl-studded like Juliet's heaven; Saks-Fifth Avenue.

Wear Talbot's outrageous gnome's hat, up at the right, of velvet edged in white Cellophane (Bendel); or bind two smashing red velvet roses on your head by their own green stems, tossing your paraphernalia into a red velvet *minaudière* to match (Molyneux's idea).

Circle your Doric throat with Chanel's three-strand choker, two strands of even-sized white pearls, the centre one of black pearls.

Wink (discreetly) over Talbot's fan of uncurled ostrich, with a crystal handle (Bendel).

Thrust your feet into Alix's quattrocento "sneakers" of lamé or pearl-encrusted velvet.

Stun your friends by wearing Schiaparelli's narrow royal-blue pants under a black gown.

Or go completely, magnificently *berserk*, and conceal yourself in that sensational silver fox cape of Molyneux, with pelts that taper from shoulder to floor—the record for fox-yardage!





LUCIEN LELONG'S BEAUTIFUL GODDESS DRAPERY IN SHIRRED WHITE RAYON JERSEY

HORST, PARIS

HELLENIC

DRAPERY AT THE OPENINGS - SECOND REVIEW OF THE PARIS COLLECTIONS

PARIS demands that you march to the sound of drums by day, but it expects you to dance to the music of lyres by night. In marble white. Splashes of imperial purple and gold. Palla, stola, and toga for evening wraps. Tunic and chiton and Naiad's veils for gowns. Look at the Phidias-like figures on the next few pages. Drapery, in a word, is the big evening story of the Collections.

Archaic Greek, neo-classic, or just indescribably Patou 1935, it's drapery that reveals the figure. Not for a second does any breath-taking gown from the Openings let you forget the body beneath it. We need a race of goddesses, tall and rounded, balanced and serene, for these clothes. If you're small, make yourself a miniature with the grace of a Tanagra figurine. But a poised mien you must have before the skilful hands of Paris arrange your robes.

Arrange is the word. No more scissors. No more bias cutting and seaming. Even Vionnet, trade-marked by shears and spool, has given up her bias gowns and, folding and draping, makes some of the most magnificent evening gowns of the season. A woman, a length of cloth, a sense of proportion, a proud carriage, and behold: the caryatides of the mode.

It's a very delicate business. One aesthetic manufacturer bought a new draped gown. "It was so beautiful," he said. "I squandered all the francs I was supposed to spend on three collections on that one dress. When it was delivered—I couldn't remember how it went on. It was a mass of folds and ends in the hand. I called my wife. She tried, but she gave up, too. Finally, after several struggles, we made something of it, but we'll never know whether we were right or wrong."

There's an illusion of simplicity abroad. With a running start last season, the dressmakers have perfected their drapery technique so that you're apt to be fooled by artless swathes of fabric. Actually, there is an appalling precision about their work that will make the copyist's lives hideous. Practically no one but the designer can tell how these dresses are constructed.

When you are thinking in terms of line, colour is almost disturbing. So white is the great medium of the couturiers. When your inspiration is plastic, fabrics must fall from your hands into lines of beauty. Out with

any tissue that has a will of its own. Silk crêpes, acetate jerseys, chiffons, soft velvets, and very supple lamés—these are the stuffs of which to mould a goddess's gown.

Interpretations are as varied as the personalities of the *couture*. They range from archaic pleated shifts, like Mainbocher's silver lamé robe on page 57 and Alix's panne velvet, knife-pressed from décolletage to hem, to Renaissance revivals of the classic manner—400 B. C., decorated with quattrocento ornament. We give you as an example a great success of the Vionnet collection: pleated white chiffon, girdled and suspended from the neck on cords of pearls—a neo-classic blend that points to the influence of the Italian Exposition. Maggy Rouff, too, translates the classic mood through the eyes of Renaissance Florence. She gives us long-sleeved gowns bound tightly about the waist, but with straight gathered skirt drapery.

Patou and Mainbocher favour an off-side movement. (See pages 53 and 56.) Many times over, they are not content to reveal the silhouette of the torso, but continue the wrapping of the fabric to outline thighs and knees. Molyneux and Lelong concentrate on the minute drapery resulting from fine shirring—usually on a centre seam cord spang down the front of your gown, swathing you slick as a seal from shoulder to ankle. (Look at the models on pages 50 and 52.) Chanel drapes even a Spanish fringed dress. Lanvin and Alix prefer to hang their fabrics on the straight, not afraid of gathered fulness, as long as there's a firm outline evident beneath. Rochas, too, uses straight pleats for his loveliest dresses, even more beautiful in motion than in repose. Schiaparelli's drapery is subtly wound with free-hanging scarfs, or circular cut and hiked up on one side to show brilliant narrow silk pants—for instance, gay purple ones under a draped black crêpe dress.

Mile-long floating scarfs drift throughout the Collections—scarfs that wind sinuously about draped bodies or fly independently from poised shoulders. Schiaparelli adds an impressive gold crêpe one to a cool grey column of a dress—braids it into the belt, heaven knows how, then lets it fly. Lelong does a scarf, strictly speaking, a wistful Little Minister hood, which, after tying under the chin, falls abruptly to the floor. Patou sends mists of violet or purple chiffon flowing from his draped columns, Jodelle crosses the chest of a Fra Angelico

blue velvet dress with a deep blue scarf ending on the floor, and Marcel Rochas likes pleated panels caught under brilliant velvet belts.

There are several dresses belonging in no definite category which are unforgettable. Rochas's simple purple velvet sheath, literally made by its short, enormously full swagger jacket. Louiseboulanger's beige wool dress with its brilliant red military cape lined with beige wool. Molyneux's wine velvet dress shoe-laced up the front and worn with strange orangey-rose suède gloves. Two or three Schiaparellis with circular shirred breastplates—frankly breastplates.

When you step out into the night, naturally, a mantle over your tunic. Possibly that supreme treasure of Molyneux's—silver fox from chin to floor—a luxury of luxuries. Or Chanel's highly dramatic black Hudson seal. Perhaps a hooded cape, like Schiaparelli's mink or Lanvin's lamé one. (Look on page 61). Certainly a cape flowing long and loose behind you. Or a toga. There are two at Vionnet's, alone, of purple velvet. One is caught with a great jewel, the other is banded with ermine, but both toss over one shoulder with a regal gesture.

And we can't speak of evening wraps without recognizing again the military spirit in Paris. There are marvellous martial coats in the picture, braided velvet ones at Rochas's (see page 67), double-breasted ones at Maggy Rouff's, full-backed lamé ones at Mainbocher's. There are military capes that hang straight as a die to the knees at Lelong's and Louiseboulanger's. And there's Schiaparelli's triumph in red horse-guards' cloth, brass buttoned and boasting a back that would do credit to a uniform maker.

But generally speaking, it's a Pan-Hellenic festival in Paris, and you must step into the frieze with Athena, Aphrodite, Artemis, or Amphitrite, according to your temperament.

MOLYNEUX'S amazing seam-shirred drapery holds the knees in bondage, hugs the waist, and encases the figure as sleekly as a mermaid's. Over this shell-pink crêpe gown, with its low décolletage, goes a loose velvet cape in seaweed green. Boucheron jewels PATOU, on the opposite page, pours you into a sylph sheath of shimmering sea-green and silver lamé. Below the close drapery of the thighs—a fish-tail train, slightly offside. And again, the revealing décolletage



MOLYNEUX (SALON MODERNE, SAKS-FIFTH AVENUE)



HORST, PARIS

PATOU (SALON DE COUTURE, BONWIT TELLER)



NEO- CLASSIC

VIONNET after Vionnet in white, white, white. All draped in a new plastic way, bent on disclosing the most of you. Left, one of rosalba crêpe; imported by Altman and Ransohoffs. Boucheron jewels. Opposite, another of diagonally draped georgette crêpe; imported by Hattie Carnegie and I. Magnin. Jewels from Mauboussin





PATOU (BERGDORF GOODMAN)



MAGGY ROUFF (SALON MODERNE, SAKS-FIFTH AVENUE)

Two white pillars of evening: Patou's side-draped column of silk crêpe, braided with fringe. Van Cleef and Arpels jewels. Maggy Rouff's rayon jersey, subtly draped. Boucheron jewels



HORST, PARIS

MAINBOCHER (SALON MODERNE, SAKS-FIFTH AVENUE)

Mainbocher brought down a storm of applause with this—shimmering silver lamé pleats—definitely Ionic column. The bodice is softly draped and partially covered with a bolero elaborated upon with little scrolls, or epaulets if you will, of silver soutache. The diamond bracelets are Mauboussin's



HORST, PARIS

LOUISEBOULANGER (IMPORTED BY WANAMAKER)

CAPEES

COVER THE OPENINGS

Shoulder a cape by night—long, short, strict as a major's, draped as a Greek's
 Left: Louiseboulanger goes militaristic—a red velvet cape, lined with beige wool, falls over a beige wool dress, bright with gold
 Right: Lelong stripes folds of tulle with velvet, hanging them straight and decisively over a black velvet dress. Jewels; Mauboussin



LELONG (IMPORTED BY BERGDORF GOODMAN AND BY I. MAGNIN)



Florentine

LANVIN takes from the Florentines (who knew a thing or two about self-ornamentation) marvellous colours—hoods—drapery—flowing sleeves. For example: the silk crêpe dress at the left is monastic in line and worldly in colour—a glorious blue, with a fuchsia yoke, bead-embroidered, that pulls over your head in a Fra Angelico hood. Jay-Thorpe imported this

- Right—Lanvin encircles your shoulders with stitched silver lamé and unexpectedly drapes folds of heavy black silk crêpe between your feet. Imported by Jay-Thorpe
- Far right—Lanvin's double-entry cape, of rayon satin: a coppery-red short stitched cape, with a hood; and a long black cape that may be worn underneath (as sketched) or on top, to muffle you to the chin





Novel Twists

TURN CLASSIC FORMS-TURBAN,
PILL-BOX, TRICORNE, CLERICAL
HAT-INTO NEW AUTUMN SHAPES



STEICHEN



TURBANS may hug your head or shoot steeply above it; they may show half your hair or shade your eyes. Look at the one in the top sketch on the opposite page, by Agnès out of Martinique. It swathes your skull in folds of bright blue velvet and soars into a forward thrust; Best. Do away with your curls.

The lower sketch shows Talbot's latest idea: deep red and black velvet twisted round a tapering crown of felt that exposes the back of your head, and sits high toward the front. The velvet cascades to one shoulder. From Saks-Fifth Avenue.

On this page, a Reboux turban, like a Maharaja's. Silver-and-white lamé winds about your head and shoots aloft in a sudden fold; from Gladys and Belle. The finger-tip length mink cape is from Revillon.

CLERICAL HATS will amaze a churchman with their impudence. At the top of the opposite page is one of black velvet, perfectly round, with a little pointed crown. Wear it pushed rakishly off the forehead, with clusters of gold ornaments over the ears and a necklace to match; from Lilly Daché. Gold bracelets and ring from Black, Starr and Frost-Gorham.

PILL-BOXES this year tip sidewise, like the Suzy model opposite, of black antelope, with a big chou to weigh it down over one ear. You can find it and the silver fox cape at Bergdorf Goodman. Jewels from Black, Starr and Frost-Gorham.

TRICORNES are chic again. Above, a dashing brown velours felt, with a veil drifting down the back. Hat and sable-dyed marten scarf from Jay-Thorpe.



HORST, PARIS

MARIA GUY'S BROWN VELVET TURBAN, HIGH AS A SPANISH COMB (BENDEL), WITH ANDRÉBRUN'S MINK SCARF



KARINSKA'S SEVENTEENTH-CENTURY RUFF, MADE OF VELVET AND EDGED WITH BRILLIANTS—NEW AND PROPHETIC





PURPLE

AT NIGHT

MARCEL ROCHAS puts you into rich deep colours for evening, with a wealth of new details. He uses velvet for the spectacular short wrap opposite, covering a dress as narrow as a shaft. (That's an unbeatable winter formula—something flaring or floating above a slender base.) The dress top is of purple chiffon strewn with asters. From Hattie Carnegie

- Pleating irons are working overtime at Rochas'. On the Dubonnet crêpe dress directly left, a long pleated panel winds round the neck, falls to the knees, and loops under the sash; Bendel

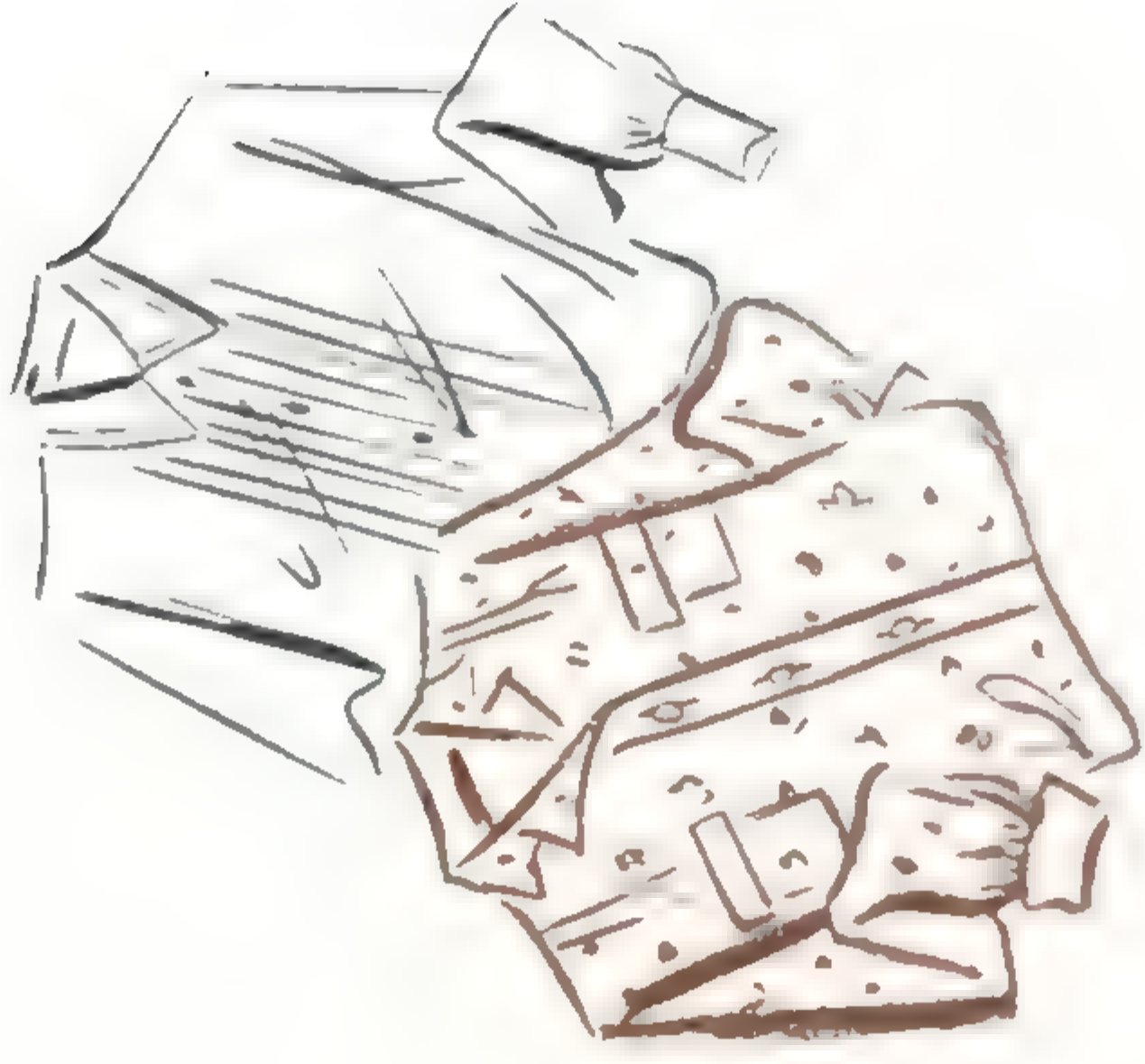
- There's a barrage of braid at the Openings. See the scrolls in the fine old Spencerian school faking a yoke on the long velvet coat at the right. The pushed-up sleeves are enormous

Whispers to a girl with nothing a year



Dearest Jennifer: You are going to look pretty pathetic when you get back to town with a trunkful of tired summer clothes.

In spite of the heat, New York has gone autumn-minded, so I've been peering around the shops looking for clothes for myself, as well as for you. Your fondness for jackets will be satisfied with the blue tweed one, at the left, with the velvet collar, at Macy's for under \$6. And your last year's suit will take on new life with one or both of the blouses at the right. Saks-Fifth Avenue has the pleated-front one in crepe or satin, and Bonwit Teller is featuring the blouse of "Camelspun" for cool autumn mornings. You can have it in your favourite brick-red, dotted all over with small fox's heads. Both of these blouses are in the \$6 class, more or less



The semi-sports town coat at the far left is so grand that I can hardly wait for the first frost. It's of brown tweed, with a good flare and rows of vertical pleats. Peck and Peck have it - the benefactors! - for about \$45. Next to it is a grey checked wool dress from Russeks (for about \$25) that I'm planning to wear under it, because grey and brown is a combination you can't beat for chic. With the coat, the low-heeled suede shoes, just above, are perfect; from Stetson

I've found the ideal black silk dress (at the left) that will see you through the day and on into an informal evening. It's a Carolyn Modes model from Arnold Constable, and has all the latest news: front fullness, close-fitting neck, and a rhinestone motif for glamour. You can buy it for under \$30

Jane Engel deserves a 14-karat gold halo for the hand-picked dresses she has gathered in her shop. The one at the right is the dearest to my heart and costs less than \$30. (Not that I'm mercenary.) It is of satin-backed crepe, and the satin side trims the blouse and goes into a full loose panel down the front. The felt-and-grosgrain hat can be chalked up to Jane Engel, too; about \$8

Negligées that are all covered with maribou and ruffles and things always embarrass me to tears, so I gloated when I found the casual double-breasted one you see below, of crepe with a contrasting scarf and belt. It came into my life at Lord and Taylor's for less than \$14. And look what I found at Bloomingdale's for under \$5 each - a box-like velvet vanity with a jewel clasp, and a black Kodak suede bag



As Aunt Agatha used to say, it's the Little Things - or, in the harsh language of the trade, Accessories - that make or break a defenseless girl. That undersized waist of yours would do well in the belt at the right. It's natural calfskin with twisted loops across the front, and you get it at Saks-Fifth Avenue to glorify your sports duds. Equally flip is the royal-blue scarf next to it - very soft and meant to be Ascotted(?). The triangle is hand-knit and stripe-ridden, and the cashmere woollen gloves match. About \$2 buys any of these aids-to-autumn at Best

LINDA PENNYFEW



Call to Colours

• Street clothes, evening clothes, all clothes glow with colour. Not blatantly, but subtly and insinuatingly, fabric and colour are combined to make your mouth water

• Plaid—blue and green running in bias waves across a finger-tip coat (far left), worn over a plain woollen dress. Saks-Fifth Avenue has it in grey-blue with red-and-blue

• Green—like fresh almonds—in a velveteen dress and flared wool jacket; Bendel

• Tangerine—in a sheer crêpe dress with a forward-draped skirt; Jay-Thorpe; I. Magnin

• Green again—an olive shade in the crêpe dinner-dress with a jewelled neck-piece and red on the hem; Bonwit Teller; Ransohoffs

• Black—just to prove that it is always good, we show the lustrous velvet gown with looped sleeves; Bendel; Ransohoffs



Vatis



- Dubonnet—in the nubbed woollen two-piece dress (left, above), with leather ties blowing out in front; Lord and Taylor; Marshall Field
- Deep salmon—in softest velveteen, made into a military jacket and skirt; Saks-Fifth Avenue. These two dresses belong to the days of falling autumn leaves, not to mention their usefulness later under fur coats
- Silver lamé—glittering in a collarless Persian tunic coat (above) with ties to pinch in the waist; Bonwit Teller; J. W. Robinson
- Geranium-red—moire taffeta evening dress with all of its rustling fulness concentrated in the back and a touch of blue in the fringed belt; Bergdorf Goodman; I. Magnin
- Green—in rich Renaissance brocade. The evening coat (opposite page) might have belonged to a Medici. It has a high rolled collar and jewelled buttons. From Rose Amado; Neiman-Marcus; I. Magnin
- Madonna-blue—out of a Bellini sky and into the romantic gown at the left. It is of a new finely ribbed velvet; Saks-Fifth Avenue
- Raspberry and Hussar-blue—combined in the broad-shouldered suit at the right prove to what superb use colours can be put. Notice the blouse showing at the neck; Bergdorf Goodman; Martha Weathered
- Plaid again—this time, in a great loose woollen top-coat worn over a two-piece velveteen dress. Bendel has it in blues and greens





© F. S. LINCOLN

Eighteenth-Century Tranquillity for Modern Life



Williamsburg Restored

by Grace Hegger Lewis

A PLACE to Live. Just that. Or rather—all of that. Because peace seems to have been drained from our hearts in the last turbulent years, so that we must seek it outside, and a peaceful place in which to live is perhaps the best way. For a long time, Europe was the haven of the spiritually tired; then white-steepled New England villages and historic towns like Concord invited with their leisure; and now comes the miraculous and so far unique renaissance of Williamsburg, Virginia, to tempt the weary.

Before the rector of Bruton Parish Church stirred the imagination of Mr. John D. Rockefeller, junior, with the possibility of restoring a Colonial town in toto, Williamsburg had been a sleepy village living in a past which was unusually present because of the great number of historical homes and buildings still in preservation. Then Williamsburg woke up. After vast research by a noble company of architects and engineers, of historians and Virginia ladies, the modern structures were torn down, Colonial dwellings were restored, and two business blocks in architectural keeping were erected. The old Raleigh Tavern and the Travis

House came to life; the Palace, where the Colonial governors of Virginia lived in royal style, was recreated with its outhouses and gardens (you can see it above); and at one end of Duke of Gloucester Street rose the Capitol, the House of the Burgesses, where Washington had served and bashfully stammered his maiden speeches.

Interesting, very interesting, but—wouldn't a normal 1935 existence be out of keeping in these museum-like surroundings? Wouldn't you feel just a bit like a wobbly chair in Ye Olde Antique Shoppe?

Why should you? The inhabitants of Stratford-on-Avon make a hearty tea each day in spite of tourists and Will Shakspeare. They have always lived there, and so have many families lived always in Williamsburg. And the sensitive consideration of Mr. Rockefeller and his organization for these old families has been one of the miracles of the Restoration. It works like this:

After the house, circa 1735, has been bought, the lady, to whose pretty great-aunt Lafayette presented his shoulder ribbon at a ball, moves out (Continued on page 116)

DÉBUTANTE VANGUARD



MISS PRISCILLA POTTS AND MISS PAULINE LOUISE DU PONT



MISS MIMI CARTER

TONI FRISSELL



MISS AIDA M. E. B. IGLEHART



MISS SUSAN MARY JAY AND MISS ELISE DUGGAN

- The young riders opposite are the respective daughters of Mrs. Rockhill B. Potts, of New York, and Mr. and Mrs. Henry F. Du Pont, of Wilmington and Southampton, Long Island
- Miss Iglehart's father, Mr. D. Stewart Iglehart, lives in Westbury, Long Island
- The piscatorial Miss Carter made her début in Paris, the home-seat of her parents, Mr. and Mrs. Benjamin Carter
- Miss Jay (prone) is the daughter of Mrs. Peter Augustus Jay, of Washington; and the daisy-strewn Miss Duggan's mother is Mrs. Fairman R. Dick, of New Orleans and Glenhead
- The high-jumper at the right is the daughter of Mr. and Mrs. William Fellowes Morgan, junior
- The trio below includes the son of Mr. and Mrs. Charles R. Leonard; the débutante daughter of Mr. and Mrs. Fulton Cutting; and another bud, the daughter of Mr. and Mrs. Stanley G. Mortimer



MISS WENDY MORGAN



W. A. HAZARD LEONARD WITH MISS JUSTINE CUTTING AND MISS EVE MORTIMER



A MERMAID REFLECTS LIGHT



DOORS SWING FROM THE FOYER



A DUAL ROOM FOR LIVING AND DINING



A PERMANENT CLOTH SOLVES A PROBLEM



CURTAINS FOR ALWAYS—PAINTED ON GLASS

A FLAT ON A BUDGET

BY A BACHELOR IN LONDON

EVERY house-furnishing problem is an individual one. Mine was, however, simplified from one point of view—I had no furniture. This was a great advantage, as making things do is style-cramping. But, I also had very little money—a fact that offers considerable challenge to ingenuity and invention. Having found the flat—one of five rooms in a modern building in London—the adventure started.

To begin with, the shape of my flat was a little odd, as the building was built on the round. The outer wall of the drawing-room had a distinct curve, broken by a pilaster (if you can dignify a steel support, covered with a thin veneer of plaster, by that name) and two over-sized “sunlight” windows, the dominating feature in the room. I liked the room because it was just big enough to call “my big room,” for no partition divided what was designated as drawing-room and dining-room. And this fairly large room, for a small London flat, had obvious advantages for cocktail parties—something that can not be overlooked in modern decoration. (You can see this room in the large photograph across the top of these pages.)

Calmly surveying the scene, I started to plan my scheme with three points in view (one must always have starting-points in decoration). I decided to feature the windows, which were so conspicuous that they couldn't be forgotten for a moment; to use screens, and thereby be able to shut off the dining end of my room, when necessary; and to play up my one possession, a very large “rubbing” in black and white of a Chinese horse from a famous frieze at Peiping. Since I had always thought this rubbing, which was mounted like a schoolroom map, would look very well in a grey-and-white room with touches of scarlet and pink, the moment had come to try it out. Therefore, the “big room” was painted grey and white with water paint—the walls in the same grey and the ceiling white.

In modern buildings, nothing is concealed. The skeleton of the framework is visible to the most unobserving eye, and, except at great expense, can not be camouflaged easily. As there was no money in my budget for camouflaging, but only for paint, I decided to pick out these structural intrusions in white, like the ceiling. However, as they did not occur with any regularity—that is, a column sticking out in one corner of the room did not have one to balance it—I painted the missing ones in. In the end, I found that my room somewhat resembled the outside of those charming houses in Bermuda, many of which are painted grey with white trim around the doors and windows. The idea made me like my room better.

Once I had done the painting, however, the light coloured parquet floor was a wrong note. Consequently, experts were called in who scraped the floor and stained it ebony (a stain which, if well done, does not wear off). It was a relatively inexpensive treatment, and it made it possible to have rugs instead of a carpet over all the floor—an absolute necessity if one is furnishing on a budget. The two rugs of grey pile carpet to match the walls, one measuring six feet by nine, the other, nine feet by twelve, cost far less than over-all carpeting.

Because I wanted to feature the windows, yet not spend much money doing this (to curtain with any appearance of luxury would have been an expensive item), I hit on an idea. I bought ordinary sun-blinds (they may be had very wide) of that hideous dark green we all know. I had them painted white and arranged to roll up and down on scarlet cords. The windows were quite deep, so that the ledges served as console tables on which to arrange still lifes of flowers and objects. I proceeded to light the ledges with strip-lighting of the most ordinary kind, hidden by (Continued on page 114)



MILLAR AND HARRIS



BEDTICKING GOES UP AT THE WINDOWS



Local Colours

• Even the Dalmatians opposite rise to this delicious colour scheme: a sky-blue sweater under a sleeveless suède shirt the colour of raspberry ice, a skirt in deep plum, and a coat in plum-and-raspberry plaid. From Mrs. Franklin, Inc.; Neiman-Marcus

1. Below, a dark red corduroy suit, a red-and-navy foulard blouse, and a dark red stitched suède hat decorate and demand a rural background. From Bonwit Teller

2. The dark blue double-breasted coat is bounded on the north by plaid revers and a plaid hat, and on the south by a plaid skirt to match. From Saks-Fifth Avenue

3. A dark green wool frock is printed with little yellow fox-heads; Martha West

4. For the country—yes; for milkmaids—no. This black, grey, and yellow knit skirt with its black knit blouse is briskly sophisticated. From Franklin Simon

5. A one-piece dress in flannel-trouser grey has a wide leather belt and knit scarf in russet. The three-quarters coat is checked in brown-and-grey. Peck and Peck

6. Beige and olive-green for the checked wool skirt, and green for the knit blouse. Notice the rope-and-leather belt, like a donkey's saddle band. Mrs. Franklin, Inc.

7. A pale blue knit blouse looks heavenly with a plum wool suit. The feathered blue knit hat is very Peter Pan, with as much chic as whimsy. Bonwit Teller





Country

EACH year, when the trees in the Park begin to turn pale green and my milliner tempts me with assorted concoctions of straw and flowers, I realize that spring is imminent and ahead of me is a trying period—the annual exodus from town.

In all the feminine sporting life in America, this putting the family into play in the country is one of the major phases. No matter how often a wife explains to a husband the difficulties of moving children, nurses, bicycles, butlers, extra servants for the summer season, luggage, and themselves out of town, he really never understands.

“Darling, let’s move to the country early this year,” he says casually, one day in the middle of April, regardless of whether school is ended or not. And a short while later, when he finds himself transported, he surveys the fresh curtains, new awnings, repainted wicker furniture, and hurriedly transplanted garden, and says with simple fervour, “Gee, it’s swell to be here!” But how it all happened—that he doesn’t know, and cares less. The American husband thoroughly enjoys the same efficient organization in his house that he has established at his office. He takes for granted that it exists, and does not particularly wish to discuss the mechanics of the matter, nor any of the grim details. Simply, it is pleasant to be in the country, because, from now on, it will be far easier to play and watch games.

For American society is made up chiefly of game players of every type, sort, and description. There is, alas, much less chance of engaging one’s dinner companion in a discussion of the arts, sciences, or even politics, than of getting from him a description of how he played the first nine holes in two under par, or the grand slam “they” bid and made against him just before dinner. But although the level of intellectual endeavour may not rival that of the Sorbonne, hostesses are past masters of arranging their week-ends to cater to the sporting tastes of their males.

Few and far between are the languorous ladies in the United States (Continued on page 104b)

The Feminine American Plan

by Peggy Talbott

Life

THERE is no other country in the world whose social habits pivot entirely round the comfort and convenience of the male sex as they do in England. France considers its women, America its children, and Germany its politicians; in England alone, the whole structure of social and political life is centered round the head of the family and his especial deity, the Great God Sport. In the name of this hydra-headed monster and in pursuance of his cult, for many months every year, Englishwomen gladly turn their backs upon their friends, their hair-dressers, the warmth of the cinemas, the glories of the shops, and join with their lords and masters in worshipping at his altar. It does not occur to them to complain of their fate, neither do they consider it an unusual one—their grandmothers, their mothers, they themselves as children knew no other; to them it is the national state of affairs.

Besides, during three months of the year, are they not allowed to have everything their own way? Having spent autumn, winter, and spring in the country, they are permitted—nay, even encouraged—by kind, unselfish husbands and fathers to live in London during May, June, and July. During these months alone, when the country is a jewelled Paradise, the ladies of England may peacock to their hearts' content amid the arid streets and squares of London's west end. For, at this season of the year, the animals which it is so agreeable to slay must be given a respite during which they can mate and reproduce their species, while their pursuers, in order to save time, all meet in London and do likewise.

Thus New Year's Day, in the minds of Englishmen, might be said to occur, not on the First of January, but on the Twelfth of August, their year dragging to its dismal end not among the fogs and snows of Christmas time, but on that dreadful day when, among the violets and wild roses of an April hedge-row, the last fox of the season is killed. As they watch him being chawed up, they know only too well that for nearly four months life can hold nothing very sweet for them—a little dry fly-fishing, perhaps, and some polo. Miserably (Continued on page 102)



Britannia Rules the Wives

by Nancy Mitford



NELSON



BERGDORF GOODMAN



ROSE AMADO



THE TAILORED WOMAN



SEVEN TYPES OF TOWN SUIT

• There's something in the air this autumn that is particularly benevolent to suits; and the amazing thing is that the resulting crop includes every type of suit known to woman

A. Your fur cape, for example, can be part of your suit. Let it be of skunk (remember your great-aunt's muff?) and wear it with a dark grey one-piece jersey frock

B. Your three-piece suit might be dark red wool with a beaver collar. With it, wear a powder-blue tricot blouse that matches the lining. The red felt hat has a sweeping brim; Marion Vallé

C. Your ensemble will be half fur jacket (moleskin for this one), and half wool dress (henna coloured, for choice). The henna velours hat with its gold ornament lies flat on the side of your head

D. Your black wool dressmaker suit will desert its traditions and join the Army, with a trim, fitted waist, a peplum fitted or flared, braid, frogs, and a mad military hat with a flying veil

E. Your tailored suit would do well in ginger tweed with a classic jacket and a skirt with a surprising back pleat. Your shirt will be of brown flannel like a man's and your hat of brown felt

F. Your swagger suit will have a black wool dress—this one has a garnet velvet tie—and a seven-eighths length coat back-pleated for flare and trimmed with bleached skunk. Shoes from I. Miller

G. Your short box-jacket suit (brown wool with a lapin collar) will have a flare that springs from your shoulder-blades, and a perverse skirt as slim as a pencil. Add a brown velours hat with a feather



STEICHEN

PERSIAN MONOPOLY

Very old Moscow—this profusion of Persian lamb. It borders the flaring skirt of the black wool frock; it makes the jacket and the collar that folds over your collar-bone; it gives you a vastly high-born air; from Rose Amado and I. Magnin. The black wool hat has more Persian lamb; from Madame Pauline. And the huge pouchy Koret bag, of antelope, has a gold frame and initials

MY COOK IS AN AMATEUR

BY COUNTESS de FORCEVILLE

IT IS THE first interview with a sturdy, impassive person sent from an agency or a friend to change an upset life to one of ease and comfort. She is nervous, and you try to put her at ease by asking her to be seated—by smiling charmingly—and by lavishing on her more grace than you do on the English Ambassador.

“Can you cook?” you inquire politely.

“I am a plain cook, but a good one,” she replies modestly.

It is the right answer. It means nothing. The last cook said that, and she couldn't cook a chop. The one preceding said the same, and she achieved a soufflé that was like seafoam. The battle lies ahead.

If her references are excellent, if she is pleasant and seems willing, if her personality is agreeable—you call her former employer. The ensuing words of praise make you wonder how any one could part with such a treasure. When you ask why, the reason given invariably is—moving to the country—or leaving for Russia. This is, of course, no fault of the cook's. She is very good. You are convinced. Thinking life is to be one long dream of epicurean delight, you hire her.

The play goes on. The dialogue has become a classic. Once she is installed in your home, you ask, “Is there anything you do particularly well?” You expect her to mention a dozen of your favorite dishes and vaguely hope for something unreasonable like an Indian curry or a Mexican chili. She looks surprised and answers, “No, I can do everything.”

Translated into culinary prowess, this probably means—not that she can do everything superbly, but that she does nothing outstandingly. Specifically, it means that she can boil and bake moderately well. Your heart sinks. It is, however, too late to retreat, too early to despair.

Courage is required to hire a cook that has neither the air nor the vocabulary of a cordon bleu. If she has cooked in different households, nothing, not even steak, will be right the first day. If she has cooked for years and become set in her work, you will finally part over the method of scrambling eggs. If, however, you have the good luck to get some one with a touch—an undeveloped flair for cooking—, she may outdistance the professional,



NELSON

THE AUTHOR—ILLUSTRATING

for she will learn your ways. The results will be personal, distinguished. This is all providing that you see the importance of the epicurean point of view. If you understand why people live to eat, rather than eat to live, and why the appreciation of a *pomme soufflée* is so closely akin to an artistic reaction to life, you can expect, with persistence, to mould an amateur cook into a culinary artist.

Once you have trained a cook to your satisfaction, you have trained yourself—to analyse, to direct. You have learned the patience of Job. You have learned why certain foods have piquancy, snap, and grace. You have developed for life a critique that can spur the slowest domestic pulse to unattempted achievement. Never again will you feel as helpless when the cook leaves. And some day you will get the best out of a professional.

When I first came to America, I dined with a friend whose chef I had known in France. The dinner was a banality. When I went to the kitchen, he said, “I wish I had known you were coming, I would have done differently. No one here has taste, so I am discouraged.”

No cook improves without constant stimulation and direction. In France, women spend a certain amount of time daily giving directions to the cook. One of my friends devotes as much as an hour a day, even though her chef is one of the best known in France. She does it to keep his pride and ambition at their peak.

If you are training a cook, talk over the meals of the preceding day before giving orders for the following one. Praise and criticize freely. Be specific. If a dish has been a failure, and you order it again, recall to her mind the mistakes she made previously. She will have forgotten. Amateur cooks have notoriously (Continued on page 117)



BATH DRESSING-ROOM FURNITURE FROM SAKS-FIFTH AVENUE



WICKER AND WOOD; SAKS-FIFTH AVENUE



BATH MAKE-UP RACK FROM SAKS-FIFTH AVENUE; COSMETICS FROM ELIZABETH ARDEN



ANTON BRUEHL

GENTLE as we are, we despise one class of human beings: those who bathe only to get clean. For we've always believed that the bath can be the most beautiful, luscious, and comforting rite known to woman. Everything connected with that Sybaritic half-hour should delight the eye and the nose and the touch, as well as the body itself, and, fortunately, our beauty manufacturers agree with us. On these pages, we give you some backgrounds for beautiful bathing. The lush velvet slipper chair at the top of the opposite page can be ordered in water-proof fabric, too. The soft rug is creamy beige, the glass-rod basket very trick. And those wicker-and-wood bathroom accessories, designed by Jean-Michel Frank and reproduced by Saks-Fifth Avenue, couldn't be neater. You can see at a glance what a miracle the bath make-up rack is, complete with cigarettes and ash-tray. And the mirror doubles for books or magazine-stand. The joys of the picture above are the Kleinert transparent silk shower curtain, "Illusion"—and the shower-bath itself, by the Standard Sanitary Manufacturing Company. Turn to page 104 for more bath mania.

BATHING BEAUTIES

Our Elders and Betters



BERGDORF GOODMAN • JAY-THORPE

WHEN you have reached the age of experience—and discretion—you should profit by all the clothes mistakes you have made in the past. Have you erred in colour? Have you stinted on alterations? Have you succumbed to bargains that lowered the standard of your wardrobe? Have you bought rashly and extravagantly everything that you liked without thought of actual needs?

Certainly, you have committed one, and probably all of these mistakes; and by the time you reach the middle years, you should be very sure as to what you can and can't wear. You may even be too sure and have fallen into the rut of always wearing the same type of clothes. Women's dress departments frown on this. They believe in following new fashion trends, and their models are so cleverly adapted to older figures that the highest and newest fashions will suit you perfectly.

They all realize the great importance of fitting the individual figure, and many of the ready-to-wear women's departments have special inducements to ensure fit. Saks-Fifth Avenue will give you basted fittings for a small increase on the ready-to-wear price. Bergdorf Goodman won't let you out in a ready-made dress that doesn't fit like a custom-made one.

The clothes on these pages are ready-made—and they are full of new fashion points. The dress at the far left is of pearl-grey sheer crêpe with embroidered circles of brilliants. The dinner or hostess gown of black sheer crêpe with tiny gold dots has draped front fulness.

On the opposite page, you see a beaver-trimmed, imported checked tweed four-piece suit in soft wine tones, which proves that town tweeds are good for the older woman. The wavy black crêpe dress has a draped skirt and Binche lace trimming. The black wool town coat has a panel of Russian caracal. With its black wool dress to match, it carries out the new long coat-ensemble idea.



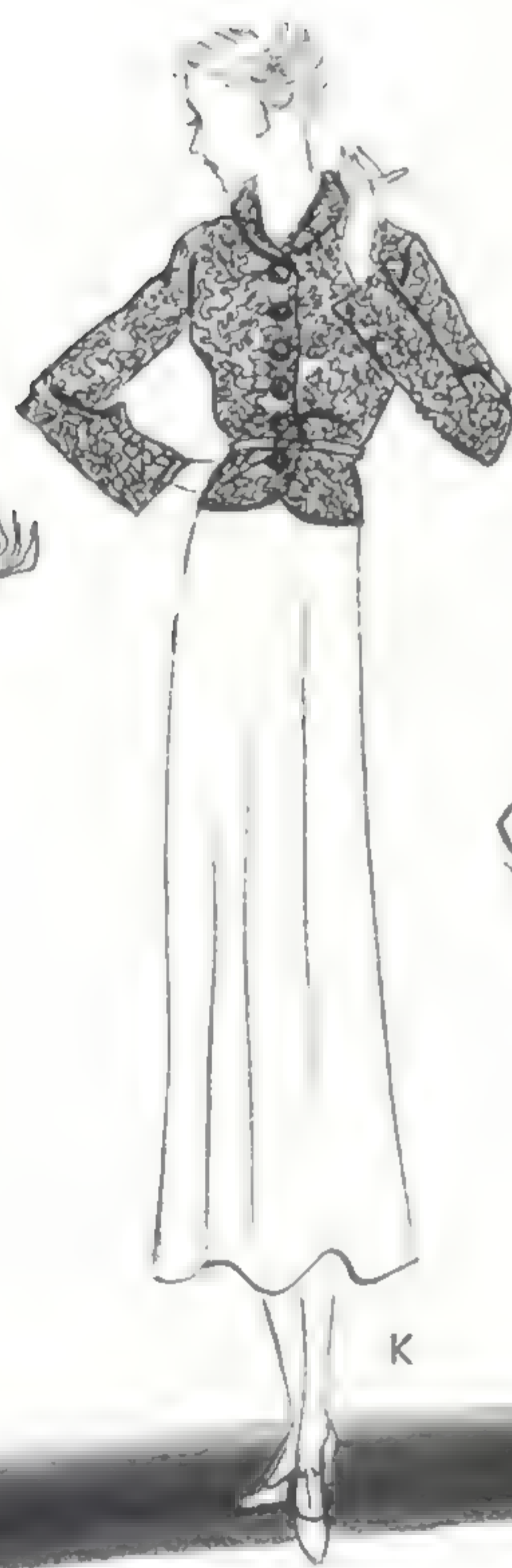
BONWIT TELLER • TURNER'S GOWNS • SAKS-FIFTH AVENUE

Distinction for the older woman - the important fashion points of the season, of course, plus dignity and quality

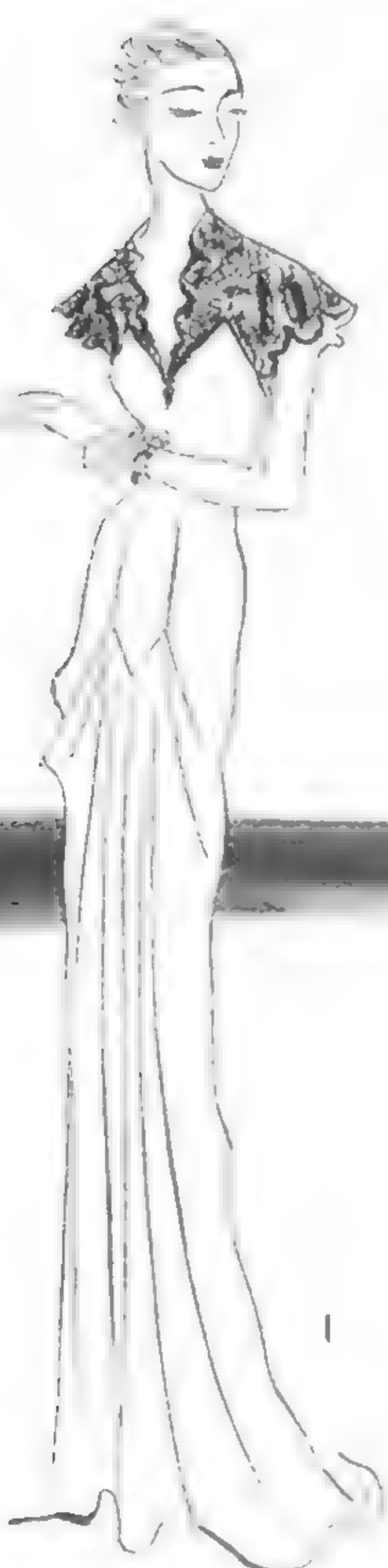


Trimming

Braid



W. M. M.



THIS year, there's an addition to that great triumvirate that makes good clothes: line, colour, and fabric. The addition is trimming. Every kind of trimming you can think of—on nearly every kind of dress. For instance:

JET straight off your grandmother's Sunday cape. The prim yoke of jet beads fastens high at the neck, and from it sweeps a circular velvet cape (A)—an evening wrap that manages to be dashing and demure at one and the same time; Lord and Taylor PAILLETES in shimmering bands of blue, that outline the scarf and hem of this midnight-blue crêpe dinner-dress, like the robe of a goddess (B); Hattie Carnegie

JEWELS—real ones around your neck, and frankly imitation ones on your clothes. The gold lamé hostess gown (C) is deceptively simple in line—the perfect foil for its wide jewelled belt. The lamé is as vaporous as chiffon. From Hattie Carnegie

A jewelled pendant hangs from the gold chain belt of this brown velveteen dress, and a jewelled pin fastens the neck (E); Rose Amado BEADS—round gold ones and flat turquoise ones in a Persian design for the yoke of a simple black crêpe dinner-dress, with deep-set sleeves and a slight train (D); from Lichtenstein

FLOWERS—as for instance, the blue roses growing around the décolletage of the wine crêpe dinner-dress—slightly reminiscent of Mary, Mary, Quite Contrary (F); Bonwit Teller LACE that fills in the slit of the black velvet dress with a modesty that is alarming—until you look at the décolletage, with its own guileless lace ruffle (G); Bergdorf Goodman LACE and FLOWERS and stiff, gored black velvet to recreate Castilian beauty. The lace mantilla may be worn over the head or thrown over the shoulders (H); Bergdorf Goodman

The sheerest Chantilly lace covers the shoulders and back of a black velvet evening gown that would make even a tennis champion look fragile (I); Lord and Taylor

BRAID—soutache, of course, the body and soul of military adornment for centuries. Curlicues of it are plastered all over the chest of the tight little guardsman's jacket, worn jauntily over a pearl-grey velvet evening frock (J); Jay-Thorpe

Braid runs riot all over the jacket of the two-piece red wool dress, and thereby lends it a gallantly military air (K); Bonwit Teller Soutache again is heavily embroidered over the deep, square collar and narrow cuffs of the brown wool crêpe dress (L); from Lichtenstein



J. PAGES

SEE PAGE 24 FOR A LIST OF CITIES WHERE THESE MODELS MAY BE FOUND



VOGUE'S *finds of the fortnight*



• You may be twenty, or old enough to be Twenty's mother; you may live in the city, or the country (or a little of both). But whatever your age, or wherever you live, autumn days will bring you a clothes problem: something for the street—for afternoon—for country weekends, and for town as well—something that will serve a dozen purposes. Which is your own problem?

• For the woman who wants a town suit, the one furthest left on the opposite page is the solution. It has as much of an air as a Russian aristocrat—due partly to the spirited mink collar, partly to the Forstmann wool of which it is made. You can also have it in Lyons velvet for more formal occasions. Best; \$100

• For the woman who wants a suit for town or country, the second Find is a real treasure. The coat has a standing collar of beaver, and may be belted or allowed to swagger unchecked. The material is an excellent rough-surfaced Forstmann wool. From Lord and Taylor; \$65

• Or perhaps it's a three-piece suit you want? The third suit, of monotone herring-bone tweed, has a flared and slightly fitted top-coat over a tailored jacket and skirt, and a velveteen scarf that matches the shell buttons in colour. De Pinna; \$60. Separately, suit, \$30; coat, \$35

• For those afternoons that demand a silk crêpe frock, with an extra touch of formality, the first dress on this page is the answer. The vestee and sleeve trimming are of lamé; and the skirt has front fulness. Altman; \$40

• The second frock has a thousand uses. It is simple in line, with graceful back fulness; the self-striped silk crêpe gives interest and distinction. Bonwit Teller; \$40

• The third dress looks like a suit, but isn't. It's a two-piece frock of rabbit's-hair wool, trimly belted and buttoned, with a contrasting scarf of velveteen. The colour combinations are charming. From The Tailored Woman; \$30

• FOR A LIST OF SHOPS in other cities where all of these models may be purchased, turn to page 24



• Next to choosing the design for a new dress, picking out the fabric is the most exciting step in dressmaking. And fabrics this season are exciting, anyway. Not only do they feel alluring—silks that are ribbed or nubby or hairy, wools that are as soft as velvet, velvets with the body of wool and the suavity of silk—but they look alluring: deep pulsing reds, greens as subtle as the tones of a pine forest, greys from pale shades to Oxford, rust, ginger, tobacco-brown. We wish we could pin the actual samples to this page; but at least we can show you a picture of the fabrics that best suit each of these eight dresses—any of which may be the backbone of your autumn wardrobe. You will have ideas of your own, of course. But these may serve as your starting-point

• Frock No. 7137 is "Easy-to-Make," two-piece, with a flared peplum and braid trimming. A cloky crêpe of Crown Rayon, from Bloomsburg Silk Mill, in a rust shade is smart, with brown ciré braid. Designed for sizes 12 to 40

• Frock No. 7129 is another "Easy-to-Make" that will be wearable all winter, of printed velveteen from Folkard and Lawrence. Designed for sizes 12 to 40

- Frock No. 396, with its dolman sleeves, is chic and practical in Crêpe Carna, a silk crêpe, from D. I. and C. H. Stern. Designed for sizes 14 to 40
- Frock No. S-3835 has an interesting dropped shoulder-line and a flared skirt. It is charming of dark green Crêpe Barolo, one of the very new "French-knot" silks with a nubby weave, from Foreman Silks. Designed for sizes 12 to 40
- Frock No. 399 is a perfect street dress in a rabbit's-hair and wool mixture from S. Stroock and Company. The shaped yoke may be worn buttoned high or partly open. Designed for sizes 12 to 40
- Frock No. S-3837 has the draped neck-line and bishop sleeves that lend themselves to Crêpe Capello, a hairy-surfaced DuPont Rayon from Wahnetah Silk Company. Designed for sizes 12 to 40
- Frock No. 393 is another dress that is at its best in silk. Our suggestion is Chenalure, a silk satin from Cheney. Designed for sizes 12 to 40
- ENSEMBLE NO. 7140 is a find: an "Easy-to-Make" frock and flaring jacket. Make the frock of Viyella flannel, in the Leslie tartan. Designed for sizes 12 to 40

*What they're
made of -*



DESIGNS FOR PRACTICAL DRESSMAKING: BACK VIEWS ON PAGE 128



SHOP-HOUND'S ADVICE TO THE SHOP-WORN

There wasn't much that the newspapers didn't tell us about the Parsons-Vanderbilt wedding. They told us what the bride wore—classic white satin; what the bridesmaids wore—yellow organza; and they rhapsodized over the trousseau. But they didn't say who had made all these lovely clothes, so I found out for you. It was Madame Claras, of Claras Gowns, at 18 East Fifty-Third Street. Her clientele is as distinguished as it is faithful, and its tastes run largely to simple, tailored things, which have thus become Madame Claras' specialty. Her prices start at about \$100. Fanny and Hilda made the bridesmaids' organza hats, and Max Schling—the old maestro—furnished the heavenly blue nymphæas.

What with skirts creeping up—and up—on us, shoes are going to be more noticeable than ever. In fact, they're so important that a whole costume, as well as the person in the costume, can stand or fall on them. All of which makes it doubly wonderful that Henri Bendel—whose clothes, hats, lingerie, and accessories exhausted all my superlatives long ago—has opened a shoe salon on the street floor of his famous establishment. In this restful, tapestry-hung room, you'll find samples of every sort and colour of leather, and every style and size of upper, hung on a rack; and you'll see a stand covered with every known variety of heel. You can, if you like, select your own leather, your own upper, and your own heel; have your foot measured exactly (there is even a new kind of tape measure); and, soon after, you get the shoe of your dreams.

And in Bendel's shoe salon, you'll also find a large collection of ready-to-wear shoes, all as carefully and beautifully made as the proverbial Bendel bonnet or Shakspeare sonnet—and all bearing the same ineffable mark of distinction. Even the linings are folded, so that there's no raw edge around the top of the shoe to catch your stocking; even the leather strip inside the heel is stamped with tiny fleurs-de-lis, so that your heel can't slide out of it. I saw a heavenly red-gold evening sandal, crocheted from five hundred and eighty feet (actually) of untarnishable gold thread. It costs about \$24. And there was a street shoe made of Dubonnet suède that had an enchanting gaiter-top of red calf, lacing up the side, with a little widow's peak over the instep; this cost around \$17. But the prices begin as low as about \$15.

When gunning for a really nice present that doesn't cost much—or a really nice present at any price—you couldn't go to a better place than Alfred Orlik, at 395 Madison Avenue. The whole inside of this shop simply sparkles and gleams with enchanting ornaments and equally enchanting useful things, of crystal, china, glass, porcelain, and silver. I didn't see a single thing, down to the smallest ash-tray in the shop, that I didn't covet. There are old things and new things (including a swell collection of smoker's accessories; ask to see their initialled cigarette holders, imported from Vienna, for about \$2). The French porcelain boxes, hand-painted with designs from old English dinner-services, are lovely; a candy box painted with purple fleurs-de-lis costs about \$20, and a cigarette box, with two ash-trays, around \$15. And the boxes all have gold scrollwork, too.

Orlik's is one place where the modern things are so good that they hold their own against the antiques, which are also plenty good. There's an imported collection of what is sometimes called "stream-lined" glass—although it's really lead crystal, which has a lovely silver shimmer to it. (The stream-lining consists of ribbing the glass by hand, cutting long grooves that catch the light and shine like mirrors.) Even the tiniest things made of this ribbed crystal are things of beauty; there are salt-cellars made of it for as little as \$1 or so, and ash-trays from about \$2 up. A cylindrical crystal inkwell is so beautifully cut that it looks like a star, and it costs only about \$7.50; there is a pair of cylindrical candle holders, for around \$10, that would make a really distingué wedding present. So would a lovely pair of crystal vases, for short-stemmed flowers, that costs about \$15.

The air, these days, is full of the clash of knitting-needles and the muttered imprecations of stitch-droppers. Alice Taylor, of 556 Madison Avenue, says that the fruit of most of this labour is not destined for the labourers; that, for a change, the ladies behind the knitting-needles are actually making some sweaters for their men-folk. Anything Mrs. Taylor says about knitting is unquestionably right, so it looks like a cozy winter for the Lords of Creation, who will soon be displaying (proudly, we hope) your handiwork upon their torsos. The yarns you can get at Alice Taylor's are a great incentive to join the knitting movement; you can make a man-sized, long-sleeved sweater out of her lovely Belgian floss for only about \$4.50. This yarn is fine for socks, too, and is in canary-yellow, green, brown, and blue. (Continued on page 108)



*Like
a
bowl of
sunshine*

This sparkling
soup gladdens
the appetite...

Tune in **HOLLYWOOD HOTEL**
All-star Revue
Fridays, 9-10 P. M. (E. D. S. T.)
Columbia Network—Coast-to-Coast

LOOK FOR THE
RED-AND-WHITE LABEL



THERE'S something about Campbell's Tomato Soup that brings a happy glow to appetites every time you serve it.

Its pleasing ruddy color is positively an invitation to eat. And who can resist the distinctive taste—the sparkling tomato purée, further enriched with finest creamery butter. No one, other than Campbell's chefs, has been able to duplicate the truly unique flavor of Campbell's Tomato Soup—a flavor so exclusive and outstanding as to have made this the

most popular soup in the world.

As a first course to luncheon or dinner, Campbell's Tomato Soup is a cheerful introduction to the substantial dishes that follow. It brightens the meal in a manner all its own, and is a particular favorite with children—and that says everything for its fine flavor.

Serve it tomorrow and hear them praise it. Enjoy it also as Cream of Tomato—prepared by adding milk. Completely ready to serve in no time at all.

21 kinds to choose from... Asparagus, Bean, Beef, Bouillon, Celery, Chicken, Chicken-Gumbo, Clam Chowder, Consommé, Julienne, Mock Turtle, Mulligatawny, Mushroom (Cream of), Mutton, Noodle with chicken, Ox Tail, Pea, Pepper Pot, Printanier, Tomato, Vegetable, Vegetable-Beef

Campbell's **Tomato Soup**

COSSACK SWING . . . in a coat of black nubby woolen, deeply flounced in leopard lapin. Hat and bag of the same soft fur. The dress beneath has a military collar of gold nail-heads. A dramatic ensemble for a dramatic season. **NEIMAN-MARCUS CO., Dallas, Texas**



THE CENTER OF FASHION AUTHORITY IN THE SOUTHWEST

Toni Frissell

DISCOVERIES IN BEAUTY

SACHETS are items that hold a very high place with this department. Impregnating lingerie or handkerchiefs with sachet is one of the most subtle means of using scent, and there is a nice luxury in strewing silken pads through drawers and accessory boxes. Yet, when you come to the point of purchasing sachets, you find that surprisingly few exist in your favourite perfumes. Up to almost the present moment of writing, for example, there has been no sachet to supplement the Houbigant scent, "Présence,"—but the smart women who use that perfume made such a to-do about having sachets in the same fragrance that Houbigant has just created some, and they are by way of being minor triumphs.

In tailored green moire envelopes, these sachets look chic and expensive, and, if you don't want to indulge yourself, you couldn't make a pleasanter gesture in behalf of your guest-room. You can buy these new "Présence" sachets four in a box, or there is a smart new "Présence" package that includes two of the sachets with a flacon of the fragrance. If you are one of those admirable, but incredible people who start collecting Christmas ideas in the autumn, this is a good one for your list, because the "Présence" flacon is a beautiful, many-faceted piece of crystal, and the box in which the perfume and sachets are packed is a handsome affair with a green moire band—you can get an idea of it from the background in the photograph below.

The vanity-case in the foreground in that photograph is one of the simple, well-designed cases which look as though they had come from a jeweller and which are the type that smart women prefer. Houbigant has a decided flair for this type of case, and this newest model, designed by a famous French jeweller, is gold finished,



The pink-and-silver cylinder is the new sifter-top container for Kathleen Mary Quinlan's "Mist of Dawn" Dusting Powder

with a satin-stripe motif and place for a monogram. It has a well for loose powder—another detail that marks well-designed vanity-cases—and compact rouge, with lamb's wool puffs for both.

• No matter how complete your travelling beauty equipment, you seldom find space for your bath powder in it. And while your favourite dusting powder is one of the pleasantest possible things to have en route or week-ending, its big round or square box is a little cumbersome for tossing into the average suitcase. Kathleen Mary Quinlan has provided for such occasions a charming cylindrical box, in pink-and-silver with sifter top and soft oval puff. This cylinder doesn't let the powder leak, it doesn't take much room, and the "Mist of Dawn" powder itself is lovely and luxurious. Of course, you don't have to keep this for travelling, because it stands conveniently on the side of your tub and is also very pleasant for guest-rooms, but it is a good idea to have a box in reserve for your suitcase. Another of Miss Quinlan's new items that has special travelling virtues is the "Mist of Dawn" finishing cream in its new liquid version put up in a tube. This wasn't intended especially as a travelling item, but tubes are always a convenience in suitcases. The new version provides that same pearl-like (Continued on page 100)



ANDERSEN

Houbigant's "Présence" now appears in a handsome green-banded box with two "Présence" sachets. The new vanity-case (in the foreground) is gold finished

"Are Blackheads due to Faulty Cleansing?"

YOUNG WOMEN ARE ENDLESSLY TROUBLED BY BLACKHEADS. THEY FREQUENTLY WRITE: "ARE BLACKHEADS JUST DIRT? IF SO, WHY ARE THEY SO STUBBORN? WHAT CAN I DO TO GET RID OF THEM?"



Here is an answer that sets these questions at rest. It provides an intelligent understanding of the real nature of this common difficulty, and the approved method of combating it.

BLACKHEADS are not "just dirt"—that is, dirt from the outside.

Did you ever press a blackhead out? Behind that black speck on the surface of your skin came a little plug of cheesy matter. That cheesy matter consisted of thickened secretions from the oil glands *inside* your skin. It choked and clogged the pore opening just like a tiny cork. Till finally outside dirt lodged in it—You had a blackhead!

Proper cleansing will remove that blackhead. Cleansing and stimulating will prevent new blackheads.

Have you ever tried the Pond's way of dealing with blackheads?

With clean finger tips, spread Pond's Cold Cream liberally over your face—pat it in briskly till it has made your skin warm and supple. Pond's sinks deep into the pores and softens the thickened accumulations in them. Wipe the cream and loosened dirt off. Then, with a clean cloth, gently press the blackhead out.

That is all! Do not force it. Do not break the

skin. Do not use your bare fingers. A stubborn blackhead is better left alone. Or it may yield after hot cloths have been applied to the face, to relax the pores further. You can close the pores, after this, by bathing the face with cold water, or rubbing it with ice.

Now this rousing Pond's treatment does more than clear the pores. It invigorates the *underskin*! Stirs the circulation. Wakes up the faulty oil glands. Brings back snap to weakening fibres. As the underskin functions actively again, further clogging of the pores is avoided. Your skin keeps clear, fresh, transparent.

These Common Skin Faults all begin in your Under Skin

Not only blackheads, but practically all the common skin faults have their start in the underskin.

Blemishes, enlarged pores, even lines and sagging tissues—you can ward them all off with the steady use of Pond's Cold Cream.

EVERY NIGHT, give your skin this pore-deep cleansing and underskin stimulation. It flushes out of the pores dirt and make-up, as well as waste matter from within given off through the skin.

IN THE MORNING and the daytime before making up, freshen and invigorate your skin again with a deep-skin Pond's treatment. It leaves your skin satiny so it takes make-up evenly, holds your powder long.

Send for the special tube containing enough Pond's Cold Cream for nine treatments. See your skin grow clearer, smoother.

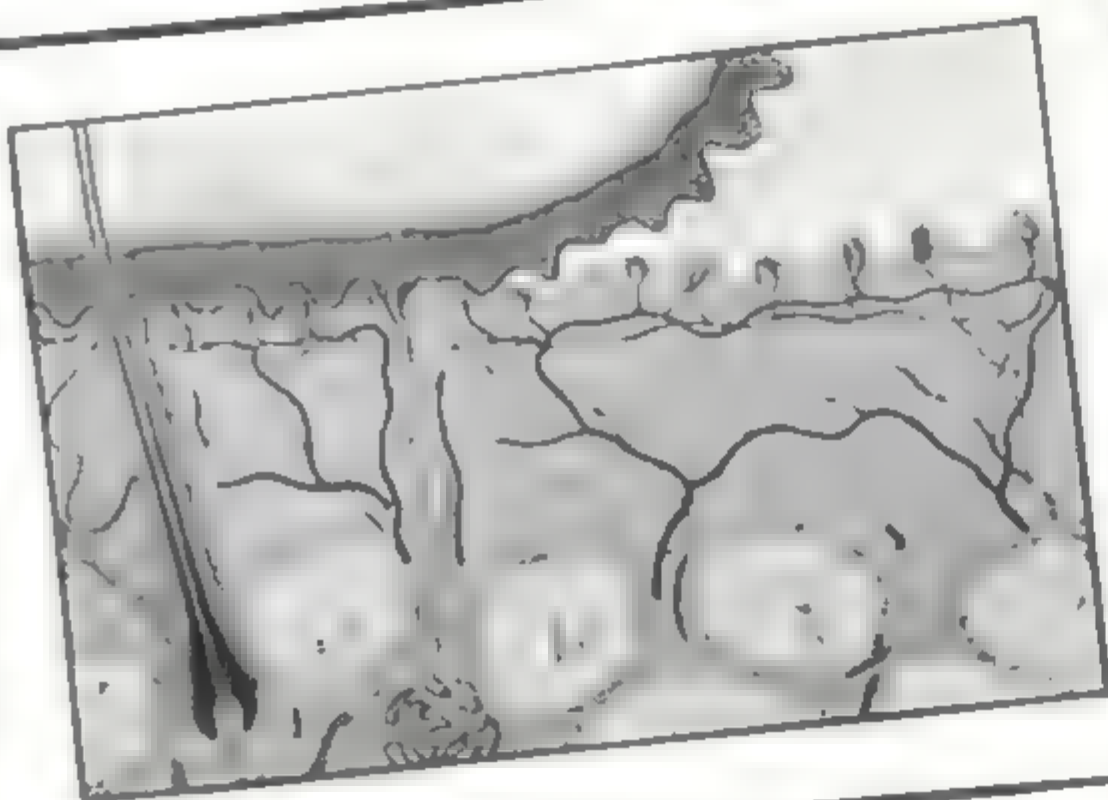
Pond's is absolutely pure. Germs cannot live in it.



Marjorie Gould Drexel

now Mrs. John Murton Gundry, Jr., daughter of Mr. and Mrs. Anthony J. Drexel and granddaughter of the late George Jay Gould, says: "Pond's Cold Cream is all I need to keep my skin in perfect condition. It cleanses every pore and smooths away tired lines. I am never without it—even for a day."

The Underskin—where skin faults begin. If you could see through the epidermis into your underskin, you would discover a network of tiny blood vessels, nerves, fibres, fat and muscle tissues, oil and sweat glands. When these grow sluggish, look out for skin faults.



- 1. LINES** form here when oil glands underneath fail to nourish, and the underskin grows thin and wasted.
- 2. PORES** stretch and grow larger when clogged by impurities from inside the skin.
- 3. BLACKHEADS** form when pores remain clogged with matter from within the skin.
- 4. BLEMISHES** follow blackheads when clogging is not removed from the pores.
- 5. DRY SKIN** occurs when oil glands slow up, cease to supply oils that make skin supple.
- 6. TISSUES SAG** when circulation slows, under tissues grow thin, fibres lose their snap.

Mail this Coupon—for Generous Package!

POND'S, Dept. J56, Clinton, Conn.

I enclose 10¢ (to cover postage and packing) for special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of 2 other Pond's Creams and 5 different shades of Pond's Face Powder.

Name _____

Street _____

City _____ State _____

Copyright, 1935, Pond's Extract Company

Are you buying *Beauty Arguments or Beauty Formulas?*

• • • Are you one of the thousands of women who use cosmetics faithfully and regularly and who still wonder why faults do not vanish and promised beauty does not come? . . . it is so easy to be thrilled by words and to overlook the two words in cosmetics that are the true secret of a beautiful skin . . . FORMULAS AND INGREDIENTS . . . as words they may appeal only to your reason, but they will do far more for your complexion than all the language that is directed to your emotions . . . they are the two words identified above all others with Harriet Hubbard Ayer preparations . . . formulas and ingredients so finely balanced and blended that they really do something for the skin that the skin can feel and the eye can see . . . but they must be used as a beauty treatment to get the full benefit of their related purpose . . . do this faithfully and they will bring to each day's use the genuine and visible encouragement of a continually finer complexion.

Luxuria for Cleansing 45c to \$2.75
Skin & Tissue Cream for Vitality 85c to \$7.15
Beautifying Face Cream for Radiance 85c to \$7.15



HARRIET HUBBARD AYER, INC.
 323 EAST THIRTY-FOURTH STREET, NEW YORK

Beauty Preparations

*Montreal
 Paris
 London*

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DISCOVERIES IN BEAUTY

(CONTINUED FROM PAGE 98)

finish to the skin for which "Mist of Dawn" is famous, but the liquid form makes it go on even more smoothly and naturally than before.

• Women who use a razor either develop the deplorable habit of borrowing their husbands' or else decry the fact that razor-cases are such a nuisance that they never remember to include them in their suitcases for the times they need them most. To divert such crises and silence such complaints, the Evans Case Company has brought out a miraculous gadget known as Evans' Little Shaver. It is a razor, but in miniature, and by miniature we mean *miniature*, for the handle is scarcely more than an inch long and the blades are doll's size. All this cunningness would be for nothing, however, if it weren't for the fact that the razor works like a streak. And it is packed, blades and all, in a case the size of one of those flip-open watches, except that the Little Shaver case is even thinner. You can slip it into a corner of your beauty-case, and the whole thing is so inexpensive, despite its trim, well-finished appearance, that you can invest in one to keep for traveling and another for your bathroom cabinet. The Little Shaver may be found in department shops in many cities throughout the country.

• The Marie Earle Salon has had so many sad experiences with older women who have gone on reducing régimes and lost a satisfactory number of pounds, only to find themselves possessed of sagging throat-lines that these experts have decided to do something drastic about the matter. The result is the new Marie Earle Astringent Throat Cream, a builder-upper for tired, drooping throat lines. If it is used during the reducing régime, it prevents any undue sagging of the throat as the figure grows slimmer. You don't have to go on a reducing diet, however, to make use of the Astringent Throat Cream, for its combined nutrient and astringent properties are extremely beneficial for thin women with scrawny throats, and such a cream provides a definite deterrent to the ravages that any throat is subject to after the age of thirty-five. The new cream is just now making its appearance at the leading toilet-goods counters where the Marie Earle preparations in their attractive green-capped jars and bottles are sold.

• There are certain scents that never grow tiresome, and surely "Cashmere Bouquet" in soap is outstanding among these. It has that same fresh sweetness whenever you encounter it, whether you have used it every day for years or suddenly find it in a guest-room after not having seen it since childhood. Now there is an entirely new "Cashmere Bouquet" face powder that carries the same lovely scent as the soap and is carefully styled in shades to include the powder preferences of different parts of the country, which, it seems, vary remarkably. Women in Texas, for example, demand a very light powder. The deep South prefers flesh and *naturelle* shades practically en masse. The East shows decided preference for the warmer

shades. At any rate, all the wanted shades are there in the "Cashmere Bouquet" powder, and a nice clinging powder it is, too. If this has inspired you to go out and buy some "Cashmere Bouquet" soap, as well as the powder, you will find the soap in nice new wrappers that look like boxes. The cake keeps its same classic scent and size, however.

• We have recently had upon our face a very efficient Purifying Cream which contains enzymes. Now, the technical side of the question of enzymes is something we would prefer to leave to a more scientific mind than our own. But the theory of the action of enzymes we can both understand and appreciate as applied to a cream. For it seems that enzymes are chemical agents that have the property of breaking substances into minute particles. Thus, when you have a face cream containing enzymes, the enzymes break up the waxes and accumulations in the pores into minute particles that are easily wiped off. This Purifying Cream containing enzymes is made by Robin, and it proves a markedly efficient cleanser and has a definite clarifying effect on the skin. It is essential to allow this cream to remain on the face for some time, preferably during the bath, to get complete results. If you are a one-cream woman, this is a cream to consider. You can order it direct from Saks-Fifth Avenue, in New York.

• Brittle nails are a problem about which we seem to hear more all the time, but against which manufacturers are providing so many measures that undoubtedly we are never going to be troubled with them any more. A polish that is especially blended to discourage brittle nails is La Crosse Crème nail polish. Furthermore, if you want to enter your finger-nails in an endurance test, this is something to investigate, for you can practically take your hands through fire and water, and the polish will come out intact. And not only intact, but unimpaired, since it doesn't crack or peel for days. A coat of this Crème polish covers any blemishes on the nail itself, and its lustre is deep and smooth, as contrasted to the more shiny lustre of thinner polishes. You can buy the La Crosse polish by itself, in any of five shades, or accompanied by the remover, which is dropped onto the nail with a dropper top.

• Another valiant warrior against brittle nails is Revlon Cream Remover. This looks almost like a facial cream as it is squeezed out of its tube, and it contains oils that help to lubricate the nails while it removes the polish. You squeeze a bit of the polish remover on cotton, cloth, or cleansing tissue and use a circular rubbing stroke, then wipe the nail clean. This is a particularly good method to follow if you indulge in two or three coats of polish at a time or change your polish frequently. You can buy Revlon Cream Remover at many drug and department shops, or you may find your own manicurist using this remover after finding how much good it has done her client's nails.

Cameras Aweigh



● Who wouldn't rather go "below deck" than downstairs? Or arise at "8 bells" instead of eight o'clock?... Everyone agrees, it's nice to be nautical. So the social tide is definitely running out to sea.

Once afloat, there's a picture any way you look. And boats, being feminine, love to be photographed. So cameras are practically required equipment, like life belts... Snapshots such as these recent ones will enliven many a day on the dull, tame shore.



● (Left) Samuel S. Auchincloss, Jr., is a collector of fine cameras, with an ever-ready enthusiasm for using them on land or sea. Here you see him armed with a Kodak Six-20, about to engage in the pastime of getting an especially nice snapshot of Mrs. Auchincloss.

● (Just above) So, the day being what it was, everybody decided to take a swim. Peggy Le Boutillier and Roger Vernon found the sea an agreeable spot in which to continue their conversation, and Mr. Auchincloss hastened to record the fact with his Six-20. A few minutes later, he got the second snapshot, when Mrs. Auchincloss went over the side to join in the fun.



● Kodak Six-20, with *f*.6.3 lens, sells for \$17.50. It's America's most popular fine camera. Kodak Retina, Eastman's new high-speed miniature, which takes 36 pictures without reloading, is a remarkable value—\$57.50 at convenient camera counters... Eastman Kodak Company, Rochester, N. Y.

● Peggy Le Boutillier (left) is a camera enthusiast in her own right. Kodak Retina is responsible for the snapshots (slightly enlarged) surrounding her. Far left, Sam Auchincloss lashed to the mast. Above is the prized snapshot she got of Philip Le Boutillier's "Stormy Weather" before it sailed away to win the race to Norway. And on the deck of the "Stormy Weather," Philip Le Boutillier, Jr., Ed Greeff, Roderick Stephens and Olin Stephens 2nd.

BRITANNIA RULES THE WIVES

(CONTINUED FROM PAGE 81)

they turn their backs upon a countryside where nothing remains for them to kill, reluctantly they turn their attentions to love and politics and leave, followed by their womankind, for London.

What, it may be asked, is the life of an Englishwoman between the day, late in July, when she can be seen laying in vast stores of wool, canvas, and crewel needles (like a squirrel gathering nuts against its hibernation) and the day, late in April, when she can be seen ordering herself a quantity of new clothes in which to enjoy approaching gaieties? Let us follow her to her mysterious fastnesses and see what her life must be all these months from the bustle of civilization.

Early in August, she leaves the late summer, the hot blue cloudless days, the amber corn-fields of England and plunges herself heroically into the beginnings of a winter which she will be obliged to endure for many a long month to come. She enters the Scottish express at Kings Cross dressed in crêpe de Chine; she leaves it some twelve hours later at Kingussie, Pitlochry, or Inverness, dressed in a suit of neat tweeds. (And neatly tweeded she will be until next May.) She is quite right, for the day is chilly, with a mist and gently falling rain.

SMART DISCOMFORT

A motor-car of strangely antiquated aspect is waiting to collect herself, her husband, and her husband's dogs and to drive them, probably for many a long mile, to their destination. This will be either a "castle" or a "lodge"; Scotland admits no other form of residence. If it is a castle, it will be complete with battlements and dungeons, will present an aspect of quite exaggerated romanticism, and is likely to be inhabited by its lawful owner, a Scottish laird. If a lodge, it will look like nothing so much as a rather superior rectory and will probably be hidden from the gorgeous scenery which surrounds it by thick masses of variegated conifers. The host, in this case, will be some English or American sportsman who has rented it from the neighbouring laird. These lodges are uninhabited except for the three grouse-shooting months of each year, and as a result, they are noted for the hardness of their beds, the smokiness of their chimneys, and the warped condition of their billiard-tables.

The animals which supervise the guests from every available wall-space, sad disapproval in their glassy look, have been for years the victims of the moth; even the Benares brass work has been battered beyond the original intentions of its maker. There is no warmth, no comfort, and very little convenience. The Englishwoman does not complain. She settles down to her embroidery and her bridge and will be quite sad when it is time to move on to another visit. Furthermore, the castle which is her next objective will, she is aware, have disadvantages all its own. Physical discomforts will be less acute than at the lodge (there will probably be several bathrooms, the water may even be hot and white instead of tepid and orange coloured), but these old Scottish castles are the very

devil after dark. It is really no joke to wake up and find a headless knight in full armour snuggling beneath your eiderdown, a murdered baby puling in its phantom cradle beside you, or a visitant from nether regions insisting that you must dice for your soul. Fortunately, the Englishwoman has been accustomed from childhood to such lugubrious visitors and is anyhow too much exhausted after her day on the grouse moor to give more than a transitory shudder before she falls again into profound slumber.

BACK TO ENGLAND

Scottish visits usually last for about a week each, and thus four or five of them carry the Englishman well on into the second month of his sporting year. When they are over, he returns South, dutifully followed by his women and his dogs, in good time to enjoy happy idle weeks of the partridge shooting and the cub-hunting, which are designed to get him into trim for the serious business of the year—pheasant shooting and fox-hunting. After the first of November, he will not be paying much attention to anything except the work in hand.

There will be two or three big shooting parties on his own estate involving much anxious preparation; in the intervals of these, he shoots with neighbours, getting up earlier than would be believed possible in order to motor countless miles through fog or sleet and arrive with perfect punctuality at his destination. On off days, he may put in some hunting, or, if he is essentially a horsey chap, he will reverse this plan and put in some pheasant shooting when hounds are incapacitated by frost or foot-and-mouth disease. Whichever his preference, he would be considered by women of any nationality but his own to be unfit for human society during these hectic months. The Englishwoman, however, is perfectly happy. From a child, she has been accustomed to seeing the master of the house in a state of jovial exhaustion every evening—besides, she is really interested to hear how A mismanages his beaters, how B bumps and bores at his fences and other esoteric gossip of the countryside.

WHILE THE ENGLISHMAN SHOOTS

Her own life during these months might seem to be the height of dullness; she does not find it so, however. It is the life to which she has been bred, and she is able to busy herself in her nursery, farmyard, and village with calm and unaffected interest. Maybe she herself hunts and shoots, in which case these are her relaxations; if not, the even tenor of her days is broken by visits to friends, house-parties in her own house, and, of course, the Hunt Ball. This high spot of local life has but little to be said for it as regards entertainment value, but at least it provides an excuse to import non-sporting friends from London and the opportunity to wear a ball dress.

Christmas time provides her with much hard work and a good deal of pleasure. It is no mean task to provide, as she does, (Continued on page 106)



ACCESSORIES, J. W. ROBINSON COMPANY

A Knitted DRESS FOR MODISH TRAVEL

Thrice blessed is the traveller who emphasizes knitted wear in her wardrobe. It's smart, comfortable and needs no pressing to look its freshest. Particularly, we recommend this two-piece frock, designed first in hand knitting and reproduced by machine. A rich two-tone mixture and flat wooden buckles constitute its only trim, and it fits under any top-coat. In the smartest fall colors. . . . Sold by leading stores throughout the country.

MADE ONLY BY THE LOS ANGELES KNITTING MILLS, LTD.
HOLLYDALE, CALIFORNIA

Double wear with the
"TURN-IT" Skirt.



Nattiknit
"Sportswear from California"

Coty presents "Air Spun"

... a dramatically different, new type of face powder ...



A NEW FACE POWDER by Coty! Just six simple words ... but millions of women instantly will realize the dramatic importance of this news.

For "Coty Powder" has for years meant the perfect beauty powder ... adored by women for its flattering qualities ... respected by chemists for its purity. And, indeed, no more exquisite a powder could be produced by any method known ... up to this day.

Until now, all face powders have been made by "mechanical methods" ... by grinding and sifting.

But now from Coty ateliers comes a startling discovery ... the Air Spun method of making powder.

Imagine a powder actually *spun by air*! Swirled in a fantastic snowstorm at greater than cyclone speed! Driven and buffed and spun ... until a new kind of beauty powder is created.

The result is smoothness and softness never even approached by any other powder. A texture so tender that it seems twin to fresh young skin itself. Shades that are alive with warmer, youth-giving tones. Scents enchantingly subtle ... yet long-lasting.

And the smoother Air Spun particles are "friendlier" to your skin ... and so cling longer.

A New, Larger Box \$1.00

Coty Air Spun Powder—in its famous odeurs, L'Origan, L'Aimant, "Paris," Emeraude—now comes in a new box ... almost half again as large. And see the newest shades, "Soleil d'Or" and "Perle Rose."

Be one of the first to try Coty Air Spun Powder! Come with Coty to a new world of beauty!

Hear Ray Noble, Wed., 10:30 P.M., N.Y.T., NBC Network.



NEW, TENDER TEXTURE

because it is Air Spun

The moment you touch Air Spun Powder you can tell the difference ... the texture is so smooth. This smoother powder lies even and flat on your skin ... and hides tiny lines and blemishes.



WARMER, YOUNGER SHADES

because it is Air Spun

Each of Coty's 12 shades is matched to a perfect debutante complexion. Then the tints are *air spun* into the powder—smoothly, subtly blended. In this way Coty brings new warmth ... truer, younger tones ... to face powder.



LOYAL—IT CLINGS LONGER

because it is Air Spun

It is a scientific fact that the smoother the powder, the better it "holds." Chemists say "Air Spun particles are *friendlier* to your skin." ... That's why this powder clings so much longer.

School-going clocks

that guarantee punctuality



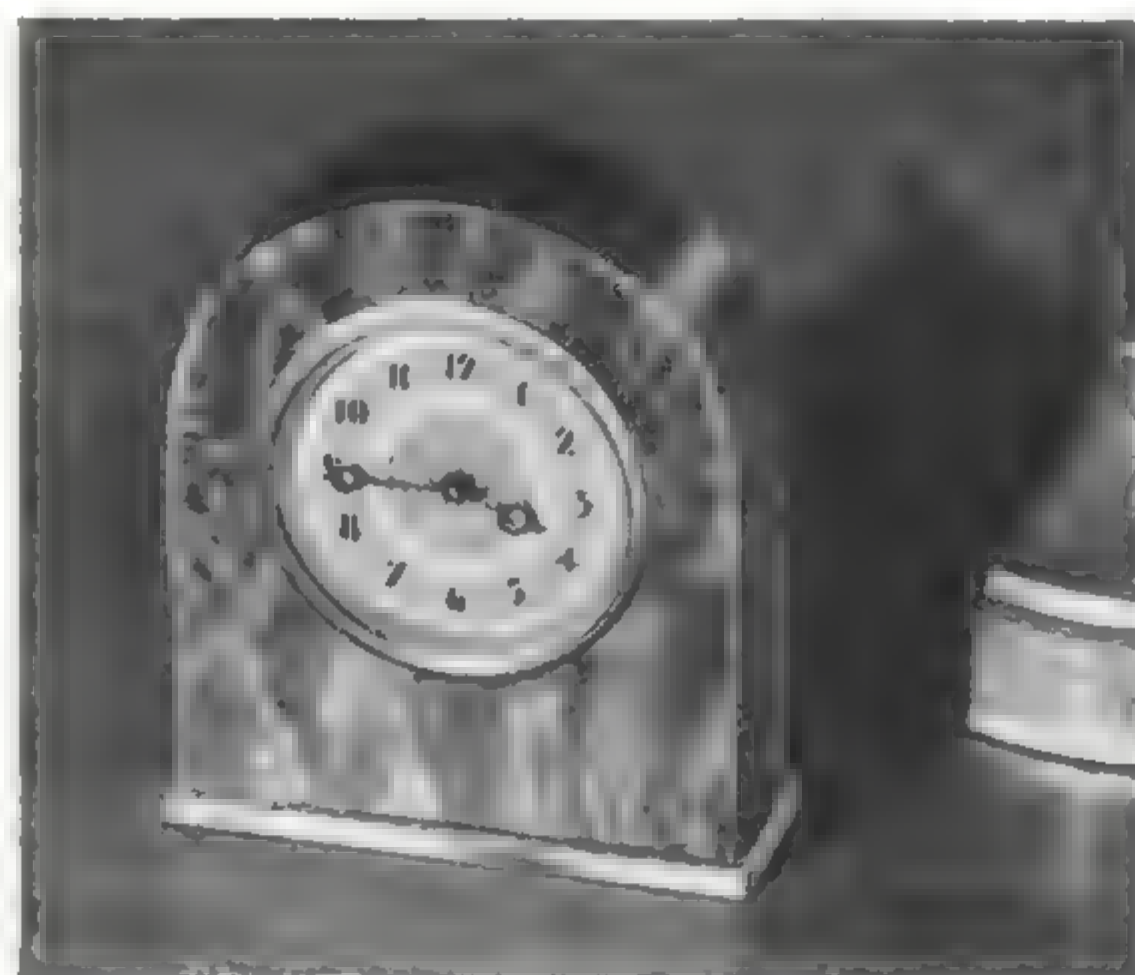
The "Dickson" is a clock cum laude. Designed by one of the country's leading designers, it comes in (a) walnut and gold; (b) black and silver; (c) ivory and gun metal. Four and one-half inches square, with self-starting electric movement. With 8-day key-wound movement, it's the DELPARK. Price \$7.95.



TO be or not to be on time—that is the problem, when classes are called at eight a.m., and proms at nine p.m., and exams at strange, unaccountable times. To keep dates straight, which is in essence the goal of higher education, we suggest that students this year summon the aid of Seth Thomas. Any one of these delightful models will check off the right minutes at the right time, whether key-wound or electric. And the new fall models will enhance the beauty of the room they adorn. They lend that final touch which, like a final exam, makes *all* the difference. Seth Thomas Clock Company, Thomaston, Connecticut.



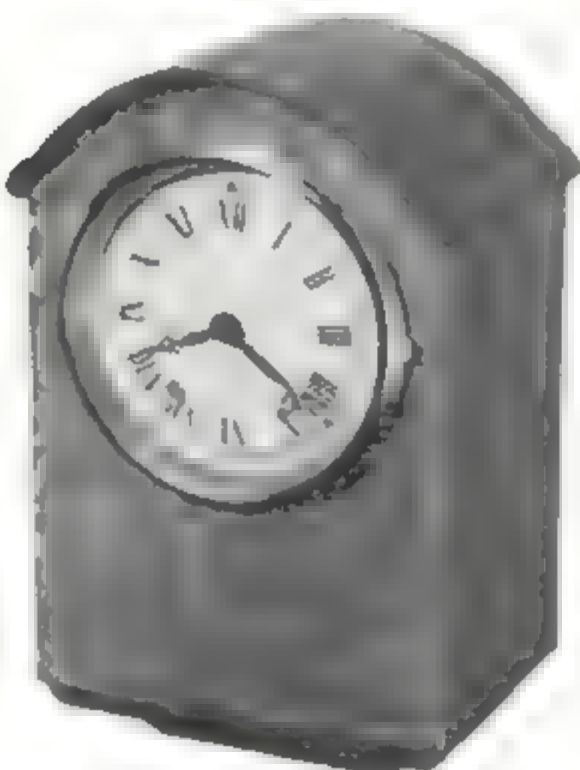
Set the "Primrose" on the bureau, and the old-fashioned mirror front will be right at lip-level, ready for a hasty make-up. Case is honey tone maple finish. Movement is 8-day, 8 1/4 inches high, 6 1/4 inches wide. Ready for the co-ed's trunk. ... \$7.75.



The "Dura" is quite the thing for the man. Small and convenient, it fits study tables and desks. It can be depended upon to get even the most unwilling student to classes on time. Runs eight days on a winding. . . . Costs \$5.95.



Here is "Pristeen." Legibility is a virtue on clock dials as well as on rhetoric papers. This neat black and silver clock can be read even by the most study-weary eyes. Hangs on wall, or stands on mantel, desk or table. 6 in. square. Self-starting electric. With 8-day movement, it's called the "SAVANT". . . . Costs \$6.95.



The "Sonant" lends an atmosphere of aristocracy. Front is of genuine imported Tamo wood (you'll come to that in Botany IV). It strikes—hours and half hours. 10 inches high, 6 1/2 inches wide. 8-day pendulum movement. . . \$20.00.

SETH THOMAS

Makers of fine clocks for more than a century

Parents and Sweethearts: Your local jewelry or department store has many Seth Thomas clocks besides these. They make ideal going-away presents. And all have back of them the hundred-year-old reputation for reliability.

BATHING PHILOSOPHY

AS you may have gathered from looking at pages 86 and 87, we like to think of people relaxing for hours in perfumed water or standing in the rain of the most expensive shower with towels the size of tents being warmed for them in front of a fire. We love to visualize bathroom shelves full of crystal flacons of bath essences and salts; of huge down puffs like pastel clouds; of extravagantly perfumed soap. Any one who has ever sunk a weary head back on a pillow in the tub will never again be without one of those little pillows made of rubber sponge that clamp onto the tub by suction. Or once you have taken up the after-bath friction habit, you will never lose it. New essences and toilet-waters for frictions are brought out all the time, with flower blends or single clear notes, like geranium, or heavier scents. Or if your skin needs all the softening it can get, a satiny, perfumed body rub can be your rub-down. You need never be afraid of patting a friction on lavishly. Any definite fragrance floats away, leaving only the faintest aura that will blend with your regular perfume.

FRICTIONS FOR FRESHENING

You can use these frictions to perfume your tub, as well as for a rub-down, but a more luxurious combination is essence to soften and scent the water and the friction to scent you afterwards, with dusting powder and a big dome of soap with the same beautiful perfume. If you happen to have hard water, your bath preference must be a definite softener, and you can get such in crystals, powdered bath salts, or in liquid form, even a powder that not only softens the water, but fizzes up in the tub in pastel pink or violet or green bubbles.

If you are a shower addict, a luxu-



Hang the Lester Gaba shower soap ball, designed for the Kerk Guild, around your neck

rious gesture is to pat yourself all over with some delicious bath essence before you step under a warm, gentle spray. Or if you want your shower water perfumed directly, detach one of those perfume balls filled with pine or perfumed essence from its metal cord and fasten it so that it hangs directly below the shower disk. Cool water flowing through a pine-filled ball gives you the feeling of standing in one of the crystal pools of Maine with pine-trees fragrant above.

If you want something very invigorating in the way of a shower, pat salt over your body with wet hands and rub it off under the shower. Another marvellous means of stimulation is to turn the water on in strong spray at the end of your shower, alternating from very hot to icy cold several times, finishing with cool. To make up for all this briskness, rub the smoothest, softest lotion over you when you emerge and smooth on dusting powder from an elegant cork box with a puff so huge and flat that it looks like a glorified pie.

MORE BATHING ACCESSORIES

London House, the American representatives of those so-famous Kent British brushes, has a loofah bath strap that is superb both for getting clean and for exercise. There are loofah mitts, too, as well as straps, and mitts of towelling to vary the business of getting clean, and sponge addicts who love their bathroom colour schemes beam at the appearance of fine new sponges in pastel colours and long, rounded loofahs in the same pastel shades. Wash-cloths impregnated with geranium soap; tiny, ridiculous soap balls to slip in wash-cloth cases; cream soap beautifully fragrant, a defiance alike to salt water and to the vile stuff ejected from the faucets in train dressing-rooms; soap in balls hung around your neck; soap in the same scent in sizes for guests or travelling, hands and face; soap especially for your tub; soap for dry skin and for oily—every rarefication contributes to your bathing pleasure.

You can do marvellous things for your face in your tub with practically no effort at all. Smooth a softening cream over your clean skin—the warmth of the water makes the cream sink in (Continued on page 126)



ANDERSEN

A practical idea is this refill of dusting powder tied up in a smart bag; Saks-Fifth Avenue

Marooned with a Mental Mummy?

... light an Old Gold



© F. Lorillard Co., Inc.

WHEN a tropical typhoon traps you on a desert isle with a muddle-minded cavalier, don't waste away waiting for the rescue. Relax! . . . Light a sunny-smooth Old Gold. Its mellow fragrance will soothe your nerves and turn your predicament into a paradise.

ONLY FINE OLD TOBACCO can give that natural aroma and fragrance of Old Gold cigarettes

AT TRYING TIMES. . . . TRY A *Smooth* OLD GOLD

KISLAV

MADE IN FRANCE

*the aristocrat
of doeskin gloves*



*There are really no other gloves in the world like them — none so aristocratic in appearance — so democratic in utility — so universally admired and desired by smart women . . . it's no wonder, though . . . **they wash** — in the hottest water, just a few shakes and all the dirt, even grease and motor oil, disappears — **they wear longer** — friction does not destroy their tissues — **they always look new** — no matter how often they are washed or worn they never lose shape or color, never spot, ripple at the edges or crack — **they cost less by the year** — because they so seldom require replacement **they are perspiration proof and rainproof** — available in all the latest Fall shades — including Ox-Blood, Araby Green, Vin Brown and London Tan.*

BUSCARLET GLOVE CO., inc.

NORMAN BLUM CO., inc. - Sole Distributors for U. S. and Canada
468 Fourth Ave., N. Y. • 36 South State St., Chicago • 156 Yonge St., Toronto, Can

THE FEMININE AMERICAN PLAN

(CONTINUED FROM PAGE 80)

who confine their activities to plying their needles as do their cousins in Europe and England. Here, we have no time, for all American women take their places (or very often an outraged male's) in the realm of sport. Hunting, shooting, golf, tennis, bridge, or backgammon—always the lady is included; it would never occur to her not to be, and for the most part she can stand shoulder to shoulder with her friend, the average man.

On the other hand, women in England seldom go about in groups as we do here. Among the things that I missed most during a summer spent on the other side were the feminine gatherings. Perhaps this difference is because womenkind just naturally like each other better on this side of the ocean, or perhaps it is because, during the week, we are more used to doing without men and have only each other to fall back on. During the week, we sympathetically picture our males working all day in hot little holes on Wall Street and spending their nights tossing between burning sheets in our semi-closed, dust-covered apartments on the avenues. In reality, of course, they are comfortable in air-cooled nests hung far above the din and roar of the traffic; they leave their offices around four-thirty and repair to Racquet or Brook Club, to sip long cooling drinks and try to forget the closing prices. They dine in a cool hanging garden, or on a breezy rooftop, and later watch the latest contender try for the heavyweight crown.

THE COUNTRY SEASON

Country life starts really seriously in May. The foregathering is usually on Friday afternoon; and as the men begin to arrive, hot and weary from their week of work, a lovely blue pool invites a swim. While they sit around having tea and drinks, "What's on for the week-end?" they inquire lazily from the womenfolk, knowing full well that Girl Friend, Wife, or Hostess has arranged everything, and usually to their liking. The American man is ruled with a rod of iron, but he both enjoys and counts on it. There is nothing Continental about our American summers. The women plan the days and nights. The men take them and like them. The program has to be carefully thought out to fit everything in, and few American men have the time to bother. They want their leisure arranged for them.

The great fault with American country life, especially on the outskirts of our larger cities, such as New York, is the superabundance of utterly pleasant things from which to choose. When one must decide between witnessing "Cavalcade's" return to the turf, and a glimpse of that wonder woman, Miss Joyce Wethered, in her initial appearance in America, the choice is almost impossible. (And when I say glimpse, I mean peek—for if you were agile, that is about all you got of her as you tried to outrace four thousand other "peekers" to each shot—especially those sharp clean irons dead to the pin, shots for which most of us take wood and miss.)

Then there are the days when we face the problem of getting from Forest

Hills and Mrs. Moody to Meadow Brook or Sands Point in time to watch Tommy Hitchcock charge dramatically down the green fields, to score the winning goal in one of the great tournaments.

But besides being a spectator, one must of course be exercised! Eighteen holes of golf, four or five sets of tennis, or perhaps a canter through the cool woods are necessary to keep one fit for early autumn hunting. Then, at tea-time, there is Mike Vanderbilt or some other crack "bridger" to watch and play with (and pay), if one is good enough. Backgammon and "Towie" are favorites, too—in fact, there aren't enough hours in the day to go around.

Through the seasons we dash. The early part of May brings two events important to racing history. Kentucky gives us its famous Derby, the most highly prized crown for three-year-olds. And just outside of Baltimore, through the luscious Green Spring Valley, is laid that heart-breaking test over timber for the jumpers—the Maryland Hunt Cup. To my mind, these two are the equine pièces de résistance of the whole year.

HOT-WEATHER SPORTS

To Belmont in May and June. After that, fishing. A fortunate few have salmon rivers in Canada, and if you are lucky enough and don't mind black flies, you accept an invitation and go in June or July. The Adirondacks with their palatial camps, Bar Harbor and other Maine resorts beckon with cool, inviting fingers in the hot months. Newport, Narragansett, Southampton, and a host of lesser seashore resorts proffer exciting sailing, among many other inducements. Saratoga—torrid, blistering, but cozy and Victorian—comes in August. And no follower of the track can miss this charming spot.

And then again to Long Island in the late summer, when Belmont, cub-hunting, and early autumn hunt-meets are all interspersed with seeing the champions as each one comes along in his chosen field—golf, tennis, polo, and horse-shows. After that, there may be a few weeks of shooting, if you own pheasant drives; but real bird shooting for America is duck or quail. There, again, women are as active as men. In Scotland, women are tolerated as onlookers; in America, they are partners in sport. For most of them shoot and shoot well, and a few are as fine shots as the best men. Women are trained practically from the cradle to take part in and share every game that brother, cousin, or beau plays. Incidentally, we calmly accept the best of everything, whether it be hunter from the stable, tennis racket from the press, or golf-balls from the bag.

I haven't even begun to mention the nights full of dinners and dances. No country in the world, and no people, can really give a party as America and Americans can. England may have her pomp and her tiaras, France her pageantry, but for real fun, the best music, and general whoopee, the United States is unsurpassed. All the parties seem to go with a bang, and we have a knack of mixing every age with the (Continued on page 106)

Elegance

BY

Jaeckel

BROADTAIL AND CARACUL
ARE BEAUTIFULLY FASHIONED



BLACK MOIRE CARACUL COAT



BROADTAIL AND RUSSIAN SABLE

*S*mart women the world over know that the success of a fur coat depends as much on its "line" as on the beauty of the pelts. This matter of fur tailoring requires the most expert workmanship—the kind of workmanship Jaeckel are famous for. This year the new models are very subtly cut and workmanship is more important than ever.

*New models in both the Custom Department
and the Little Shop of Ready Furs*

Jaeckel

546 FIFTH AVE. AT 45th ST., NEW YORK CITY



HOSIERY

FOR EVERY COSTUME AND OCCASION...

In sheer and service weights . . . some with the famous **NE-FLEX**

feature . . . also in three lengths to fit your leg size as well

as foot. • Whatever your needs — or purse — you

can fit yourself smartly, individually and economically in

Gordon Hosiery. At the better stores throughout the country.



THE FEMININE AMERICAN PLAN

(CONTINUED FROM PAGE 104b)

pleasantest results. Just try dances in other countries, and you will see what I mean. For instance, in England, people say enigmatically "Missing five?"—which means that the boy friend will favour you with a dance five away from the one upon which you are about to begin, and then drop you flat after twenty painful minutes spent on your arches. "*Voulez-vous me faire l'honneur?*" they gravely question in Paris, as they sweep you solemnly off to the tune of a romantic but ancient waltz, played loudly by the brasses. Oh, yes, give me a Yankee party and cutting in, every time.

Pink coats and top-hats gallop madly through November, December, and January. Virginia, Philadelphia, and lovely Maryland are all a paradise for hunters. Then along comes February with its blizzards and a general migration to Florida or California, where there are deep-sea fishing, heavenly bathing, horse-racing, and a fine coat of tan for sun-worshippers. Then comes Pinehurst, Camden, or Aiken, where you may risk your fool neck with their breathless "drags."

And so around to April, ready and anxious to start again the great American sporting drama with its kaleidoscopic, ever-changing cycle.

BRITANNIA RULES THE WIVES

(CONTINUED FROM PAGE 102)

a garment and a toy for the many children of her husband's tenants. It entails several days in London, the London not of restaurants and night-clubs, but of bargain basements and shopping crowds. She does it calmly and adequately and finds her reward in the joyful shrieks which greet her husband, when, dressed as a Father Christmas and heralded by reindeer bells, he staggers beneath a great load into the circle of light cast by the Christmas-tree and begins to distribute the contents of his sack.

The Christmas holidays are entirely given over to children and are brought to a close with another visit to London

—the London this time of circus and pantomime.

During February and March, the English countryside is frankly disagreeable, compounded as it is of two elements, mud and blood. I believe that some lily-livered ladies escape about this time to Paris or the Riviera, but the majority stay on, usually to be rewarded by seeing the mud spattered with the blood of their nearest and dearest, for February is the month of many hunting accidents and March ushers in the point-to-point season. April, however, is a time of pure enchantment, and May follows —May and the London Season.

ANSWERS TO CORRESPONDENTS

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on costume and fashion; on household decoration; on shops dealing in merchandise of interest to Vogue readers; and on other subjects that fall within the scope of this magazine.

RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the beginning or end of every letter.

(2) In order to answer all inquiries promptly, Vogue suggests that as few questions as possible be asked in any one letter; a reply may be delayed because of totally unrelated questions, any one of which may require a considerable amount of research to answer it adequately.

(3) Unless requested to keep a reply confidential, Vogue is privileged to publish any inquiry that it considers of interest to its readers.

Mrs. L. V. D: A young married woman has recently moved to my town. Although I have never met her, she is a friend of a very dear friend of mine, and I am sure has heard my name as often as I have heard hers. I should like very much to invite her to tea some afternoon, most informally. Is it absolutely necessary for me to call on her first? This happens to be a town that has completely dropped the custom of calling, but I am interested in

learning your opinion in this matter.

Ans.: It is no longer considered necessary to pay a formal call upon a comparative stranger, before inviting her to one's house. In your case, although it would be perfectly correct to give your invitation by telephone, it would perhaps be more gracious either to write a note or to stop at the young woman's house yourself and explain that you would like to invite her to tea with you.

Mrs. R. L. M.: I should like very much to know the correct way to serve dessert formally and informally. Is a finger-bowl always necessary?

Ans.: According to correct usage, a finger-bowl is always necessary for the service of dessert. The formal service of dessert is as follows: A dessert-plate, on which are placed a second-sized fork and a dessertspoon, is put before each guest. When dessert is finished, these plates are removed, and plates are substituted on which there are a small doily (usually lace) and a finger-bowl, one-third full. This finger-bowl is not removed from the plate, unless fruit or nuts are served. The informal service consists of a dessert-plate, on which are a doily, a finger-bowl, one-third full, a fork on the left side of the finger-bowl, and a dessertspoon on the right. The guest removes the fork and spoon, and the doily and finger-bowl (which are placed to the left and slightly above the dessert-plate) in order to leave the plate free for dessert. (Continued on page 118)

Only an Expert with a Magnifying Glass Could Detect

That The Color of Your Cheeks Wasn't *Natural* Color, This New Way—
The Rage of All France!



9 A.M. You apply it before your own mirror—and get a perfect and even color.

5 P.M. It's still perfect—just as it was a minute after you applied it! Ends constant making up in uneven light during the day.



You Make Up, Too, Only Once a Day...Yet Are Perfectly Made Up All Day Long!

You apply it in the morning, in the even light of your own dressing table, where you can see that it's on properly, evenly—and of just the right tone to bring out your best points. And it *stays* just that way all day long, no matter what you do—even after a dip in the pool!

It's an utterly new idea in cheek make-up that's the rage of all Paris. The creation of Louis Philippe—world-famed colorist—whom the women of France follow like a religion.

It forever ends constant making up, during the day, in deceiving lights where you haven't a chance to know *how* you really look. And—it blends so perfectly into the skin that only an expert

with a magnifying glass could detect that you even used a make-up to give color to your cheeks.

What It Is

Nothing just like it has ever been developed in a rouge. Hence its amazing results. So amazing that virtually every exclusive beauty shop in America and France today uses this method in cheek make-up.

It's an exquisite *cream rouge* called ANGELUS ROUGE INCARNAT. And because it is a cream rouge, it puts subtle color directly *into* your skin, not merely on the surface like a powder rouge. Thus it provides a *natural color that's really a part of your cheeks*. It goes INTO the skin and

STAYS there—soft and subtle, absolutely undetectable!

Try it just once and you'll never again go back to the uncertainty, artificiality and bother of a powder rouge compact. On every side women are quitting powder rouges for it.

Colors That Match Human Blood Tones

It comes in tones that match every complexion, eye-color and hair. Colors blended by Louis Philippe to tone exactly with the

warm, natural color of the human blood—and thus to end all artificiality, cheapness and unnaturalness in make-up.

You can use it on both your lips and cheeks, too. And thus gain a perfect color harmony. It comes in little red boxes, about the size of a quarter, and costs only a few cents. All drug and department stores have it with complete color charts to guide you to a happy color choice. Risk a few cents for a box and try it. You'll be amazed at what it does for you.

Angelus Rouge Incarnat

IN THE LITTLE RED BOX

•FRAMBOISE •SUN ORANGE
•POPPY •LIGHT
•PANDORA •MEDIUM



LOUIS PHILIPPE
ANGELUS LIPSTICK



IN SAME
COLORS
FOR A
PERFECT
COLOR
HARMONY

BOTH BY LOUIS PHILIPPE—WORLD-FAMOUS FRENCH COLORIST

SHOP-HOUND'S ADVICE TO THE SHOP-WORN

(CONTINUED FROM PAGE 96)

For about the same price, you can knit a sweater out of Mrs. Taylor's Zephyr wool, which has a pure silk thread running through it; it knits very fast, and is perfect for sports, being extremely light. If you can't think of *anybody* but yourself, get some of Alice Taylor's silk-and-wool yarn that looks like bouclé; you can knit yourself a whole suit for town, in Dubonnet, green, ginger-brown, or Shelley-red, for around \$15.

• If you have a little boy not older than four, or a little girl not older than ten, give ear. Miss L. Brogan, of 444 Madison Avenue, makes children's clothes that will make you see your young in an entirely new light. Almost everything at this shop is made to order; but I saw some samples of what could be done in the way of autumn clothes for the much-younger generation, and fell for them completely.

There were some very diminutive, very warm coats lined with lamb's wool that were irresistible. A little boy's velours cloth overcoat, with a woven plaid collar and cuffs, has a plaid-trimmed hat that keeps the wearer's ears warm without extinguishing his face. (And the coat I saw was in size one—that got me.) It can be ordered in wine-red, Lanvin-green, or king's-blue, with plaids to match, at about \$35 for the coat and \$11 for the hat. Then there was a wide-skirted red coat, for a little girl, that would appeal to fox-hunting parents or, in fact, any parents. It has a stitched black velvet collar and cuffs and two black velvet buttons. The little red poke bonnet to match had a scalloped black velvet brim, but the inside of the brim was lined with red, which reflected a wild-roseate colour onto the wearer's cheeks. In a size two, the coat costs around \$33; the hat, around \$12. But I've been saving my favourite coat until the last; even now, the recollection of it makes my mouth water. It was a peach-pink affair, made of warm, woven material, with box pleats back and front and a small round collar and cuffs made of peach coloured velvet. The bonnet had a velvet bow and tied with streamers. Up to size six, this confection costs around \$35 for the coat and about \$16 for the bonnet.

By way of dessert, I was shown some of the incredibly lovely party dresses for which Brogan's is famous—and reason tottered on its throne. There was one made of pale blue voile that managed to look simple when it really wasn't simple at all, being a mass of the most exquisite tucks, embroidery, entre-deux, Binche lace, and things. It tied with a pink satin ribbon in back; or you could order it in as many as fifteen other enchanting colours, with appropriate ribbons, for around \$20, up to size four. Finally, there floated across my line of vision a poem in peach coloured voile, with peach coloured rings embroidered on the white organdie collar and the puffed organdie sleeves, and two V's of embroidery inserted below the collar in front. (In size one to four, this costs around \$16.) It makes me positively ill to think that you never appreciate things like this when you're young enough to wear them!

• The other day, I read a fascinating little book by Mr. Christopher Morley, called *When We Speak of a Tenth*. This title sounds cryptic enough, until you realize that he is describing a trip through the Hamilton Watch factory—where "Clearance of a tenth" between the myriad parts of a watch means clearance of one-tenth of one thousandth of one inch. Since reading Mr. M's booklet, I look at Hamilton watches with, if possible, even more respect and awe than I did before; I can practically see all the exquisite little jewels and springs and cogs and wheels and things moving in their orbits, with a tenth of a thousandth of an inch between them.

The cases of Hamilton watches do justice to their intricate (and accurate) insides, too; as is only natural, I'm particularly enamoured of the lovely little ones for women. Good old yellow gold has come back into its own; round cases are being favoured over squares or rectangles; and markers, instead of numerals, are terribly chic and just as easy to read—if you know how to tell time at all. A watch comprising all these new features can be had for as little as around \$52.50. Hamiltons for men are beautiful, too; some have solid gold cases, amazingly thin and curved to fit the wrist (these start at about \$75), or you can get them round and rugged as anything. But whatever cases they put their watches in, the Hamilton people keep in mind the fact that handsome is as handsome does; beneath their polished exteriors, these watches go right on fulfilling their mission in life—to tell the time, and tell it right. Black, Starr and Frost-Gorham will show you these watches.

• The most ghastly things that happen to you are usually the most fun to talk about afterwards. But it isn't any too much fun to have anything go wrong on your wedding-day; and there's more opportunity for slip-ups to occur—and they show more—in a wedding than in any other function you could name. Yet if any of you October brides are lying awake nights, thinking about all the things that can and may go wrong, it's your own fault. You can be as care-free as a bird—and add years to your mother's life—by turning over all your orders and instructions and problems to The Wedding Embassy, Inc., at 32 East Fifty-Seventh Street. The Wedding Embassy has been at this address for six years now, during which time it has handled over a thousand weddings—a thousand weddings without a hitch among them. Some of these weddings cost around \$500, others cost nigh onto \$35,000.

The presiding genius of The Wedding Embassy, Miss Marie Coudert Brenning, will do as much or as little as you like; she will handle any one thing, such as the reception, or she'll cheerfully take over the whole works—invitations, photographs, trousseau, linen and silver, presents, fittings, deliveries, tips, debates with florists, dressmakers, milliners, caterers, and musicians; rehearsals, the ceremony, the reception, and then some. She thinks of everything, even to having two pairs of wedding stockings on hand at the (Continued on page 110)

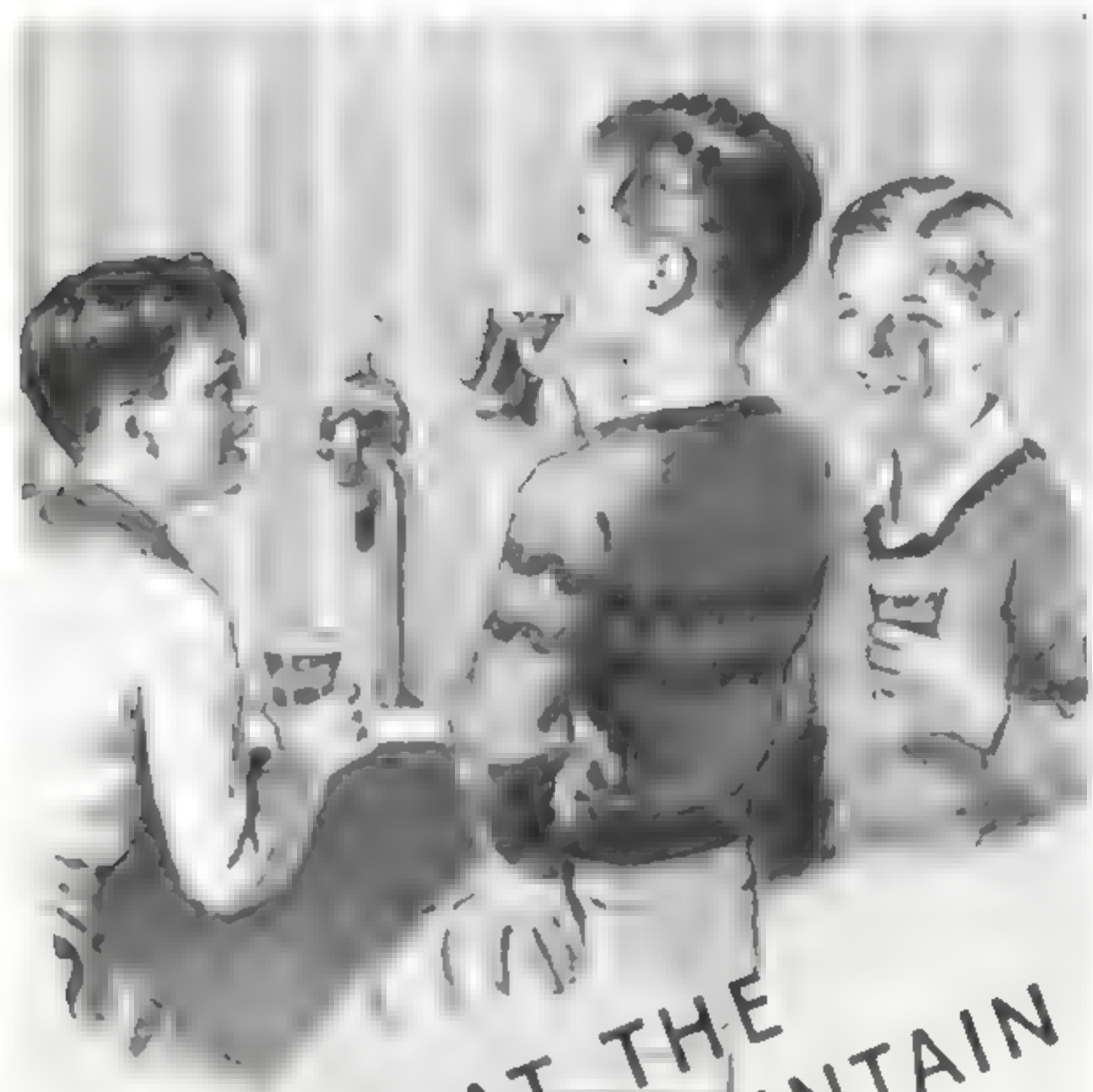
Ruff Neck

When there's mischief afoot . . . when a lady wants to look demure and coy (for an important purpose) . . . this ruff neckline turns the trick. Sparkling eyes are complemented by sparkling yarn . . . Bradley's new Chenille Glow. The velvet bow which looks so innocent is a regular cat's whisker for fascination. If you're a size 12 to 20, you can take advantage of this lady's aid in rich, deep colors at that better store you patronize. The Bradley Knitting Company, Delavan, Wisconsin.

handcrafted by Bradley

Open your door to an old friend...

Enjoy the pause that refreshes at home



AT THE
SODA FOUNTAIN



COCA-COLA CO., ATLANTA, GA.

AT HOME

Everybody welcomes *the pause that refreshes* at fountains. And it's so easy to make any pause refreshing at home. Just add ice-cold Coca-Cola. You never have to go far to get a few bottles at a time, but the best way is to order by the case (24 bottles) from your dealer.

Coca-Cola is pure, wholesome, energy-giving refreshment... containing no artificial flavor or coloring.



ICE-COLD COCA-COLA IS EVERY PLACE ELSE; IT BELONGS IN YOUR ICE-BOX AT HOME

SHOP-HOUND'S ADVICE TO THE SHOP-WORN

(CONTINUED FROM PAGE 108)

zero-hour so that you couldn't possibly be forced to go up the aisle with a run! Her one aim is to see that you get exactly the kind of wedding you want for exactly the amount you want to pay; she'll do anything or everything to carry out your plans and ideas, but she guarantees that the bill—after the tumult and the shouting die—won't exceed, by so much as a sou, the budget that was laid down in advance. Miss Brennig is still enthusiastic about brides; after all, she says, each one is different from the last, each wedding is unlike any that has gone before it, and they all present individual problems. (Brides—and brides' mothers—are also pretty enthusiastic about Miss Brennig.) And her entire service—from sending out the first invitation to buying furniture for your new home—is complimentary to the bride; you don't even have to pay her travelling expenses, to any point within a hundred miles of New York.

- If you go limp at the thought that autumn is here and you've got to pull yourself together, turn over a new leaf, clear the decks for action, and, in a word, plan a new wardrobe—you'd better summon Nina Price from the Gladstone Hotel. Mrs. Price is a fashion consultant, and she's one of the greatest time-savers, money-savers, and result-getters now in captivity; her unerring good taste, her natural acumen, and her Continental background, all add up to make her service as successful as it's unique.

If you are going to shoot on the Scottish moors, ride in a point-to-point, ski in Placid, or winter in the South, she'll see that you get the correct things. She'll plan your wardrobe to fit both your plans and your pocketbook—first discarding all the hopeless cases that you've been hoarding from a sense of duty. She'll advise you what to get, go shopping with you, if you want, and even supervise your fittings (and what a comfort *that* is). She believes in having a minimum of clothes and getting maximum use out of them, lays great emphasis on the correct accessories, adores doing cruises and weddings—the spirit of adventure in both she finds exciting—is just as interested in modest wardrobes as in the more elaborate, and your spirit of economy will be delighted at the transformations she can effect in the best of your leftovers—all for a modest fee. And—fear not—she never gives the same suggestions to any two of her clients, even if they're total strangers. So if you're disorganized and hay-wire and unable to cope with life, don't say that I haven't shown you the Way Out.

- Sportswear is a thing that covers a multitude of people. Look at Martha West's sportswear, for instance (it can be found at 444 Madison Avenue, and isn't a bit hard to look at); it is, certainly, beloved by brawny gals who stride around golf courses and crash into tennis back-stops. But it is also beloved by ladies who walk around after golf matches, or sit on the sidelines at tennis matches; and by ladies who simply sit on the club-house lawn, discussing the score over long drinks;

and by people like me, who feel exhausted for weeks after merely watching a football game. In a word, Martha West's clothes are not only good to play games in—they're good to look upon and good to wear, which nobody can deny who has seen her autumn collection of woollens and knitted things. Of course, it's a well-known fact that a knitted outfit from Martha West never stretches; it's one of the few well-known facts that are satisfactory enough to bear repetition. But Miss West has a strange power over colour and line, as well as over elasticity. Her clothes for older women, *par exemple*, are as crisply simple—and just as much man-tailored—as all her clothes, but they're tailored to look and feel well on the older woman, not just for the sheer joy of being tailored. At the waist-line and neck-line, they get very artful, in an unobtrusive sort of way; and the colours and materials are carefully thought out with an eye to concealing various defects that flesh is heir to. The colours accent parts that should be accented, and tone down the territories that shouldn't; the designs are striped or figured where it will do the most good, and plain the rest of the way.

I could absolutely see one of my pet aunts in a black-and-white mixture knitted suit, with a soft tomato-red blouse; the whole thing simple and casual to a degree, but with an indefinably soft look to it. For that matter, I could absolutely see myself scaling up the side of the Harvard Stadium in a green-and-red plaid three-piece affair—tailored like a man's Savile Row tweeds—with a cobwebby green sweater. (I'd have sworn this last was hand-knit, if I hadn't been to Miss West's factory and seen the hand-guided knitting-machine that achieves even crocheted edges without turning a hair.) The prices at this shop range from around \$20 up to \$60. And you'll be very sorry if you lose the belt, or the knitted scarf, or any of the accessories that come with your Martha West costume; because they, too, are carefully figured out and exactly right—and you'll never get any substitutes to compare with them.

- Did you ever know that some of the most beautiful hand-loomed fabrics this side of the Atlantic—fabrics that you've worn, or at least admired many times at Bergdorf Goodman's, Bonwit Teller's, Saks-Fifth Avenue, Lord and Taylor's, Wanamaker's, and Altman's—are woven by blind men? I didn't know it, either. And even when I did know it, I didn't altogether believe it. So I taxied swiftly over to 1554 Third Avenue to investigate the Community Craft Weavers for myself, and put in a most enthralling morning in their midst (and probably in their way).

I found that hand-weaving is being carried on here on a larger scale than anywhere else in the country; that some of the fabrics are original designs, and selections have been made by such dashing designers as Clarepotter and Muriel King. I found that the patterns are first described to the blind weavers, and the different yarns are put in a box with partitions to divide the colours so that they can be (Continued on page 112)



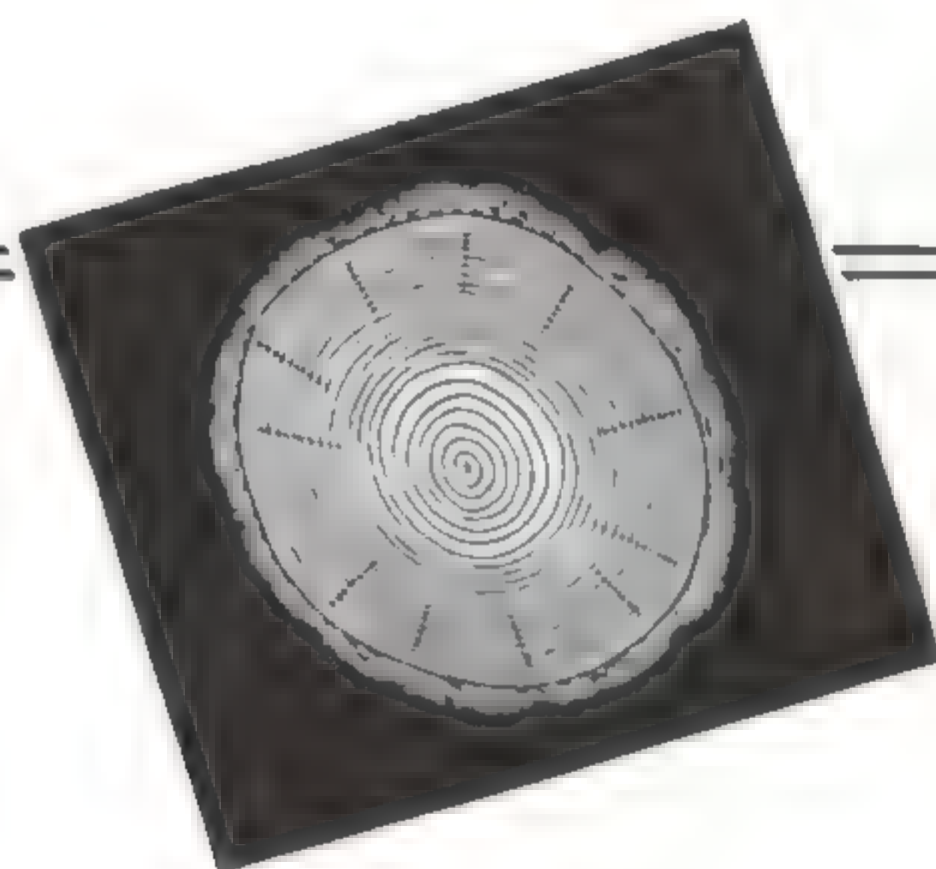
The leading retail shops throughout the country, whose clothes typify the highest fashion authority, present, for your pleasure, coats and costumes by

Mangone
500 SEVENTH AVENUE
New York

Another birthday?

Not for your

Complexion!



Inevitably, inexorably, Nature records the age of a tree . . . a relentless line for every year. Nature would write the sum of your years as plainly in your face . . . but you can thwart her!

OF COURSE, one *can* be an ostrich about birthdays. It's possible to move the dressing table from the window, where the light is so unnecessarily candid. It's possible to ask for hats with shadowy brims.

But the ostrich, with his foolish head buried there in the sand, fools only himself. How much wiser to Face the Facts courageously!

Admit right off that a lovely skin is not a life-long heritage, as we thought so arrogantly at 18. Seek the most effective, youth-renewing treatment possible . . .

And your search will lead you straight to Marie Earle!

Marie Earle gives you a basic treatment that is as amazingly simple as it is effective. It consists of just three preparations. Every one *works* for you. Marie Earle's Essential Cream enriches tired skin, returns velvet softness. You

use it twice, once to cleanse, again to nourish. Over the second application you smooth Marie Earle's Cucumber Emulsion, to clarify and whiten. Finally, Eau Antirides, to tone and refresh. The result? A glowing freshness that you may have thought you left behind you many birthdays past! . . . A Marie Earle consultant in your favorite shop

will tell you more about these wonderful preparations, and you'll find all three will cost but \$3.

In New York, visit the Marie Earle Salon and have your back as well as your face rejuvenated. Treatments are \$4.50. 714 Fifth Avenue. Circle 7-5818.



Marie Earle's Essential Cream, \$1 to \$5. Cucumber Emulsion, used with the Essential Cream, \$1 to \$3. Eau Antirides, a soothing, delightful freshener, \$1 to \$3.25.

Marie Earle

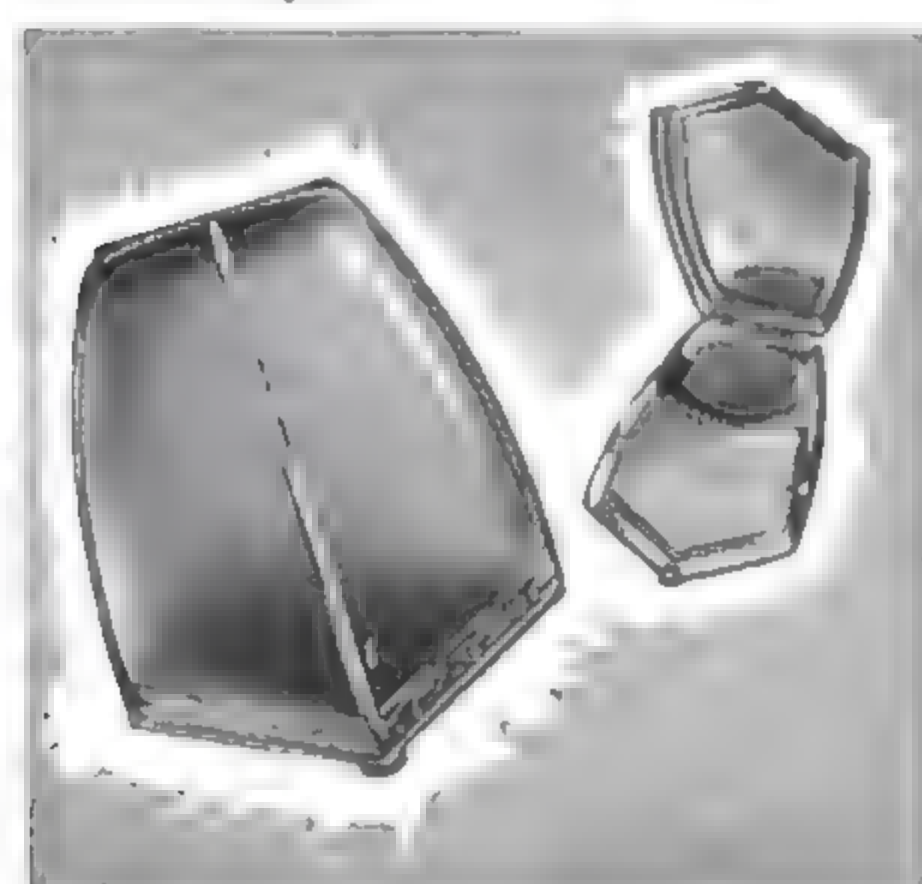
Elgin

AMERICAN

COMPACTS LOVELY AS JEWELS . .

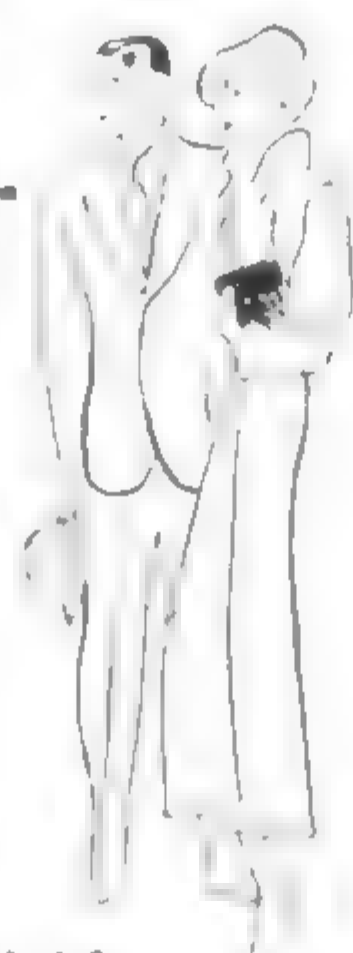
FINELY MADE AS A WATCH CASE

Classic Compact



Like all Elgin American compacts, the smart new Classic is cleverly shaped to fit the hand. In a beautiful silvery finish, with el-bronze trim and interior finish,

\$3.00. Other finishes, \$2.00 to \$5.00.



You'll find capacious loose powder compartments in Elgin American

compacts. They close tight — don't leak or spill. Generous puffs.

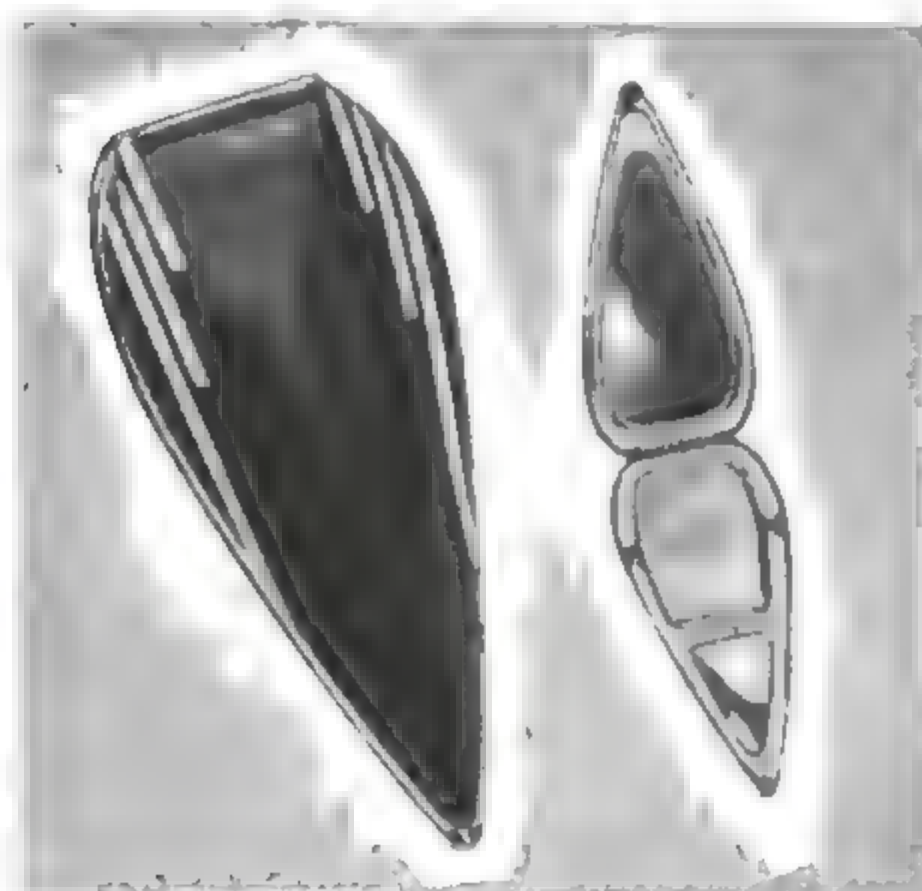
Clear mirrors. Tulip design, handsome el-bronze finish, \$2.00. Other enamel and metal finishes, \$1.00 to \$5.00.

All compacts may be engraved.



Tulip Compact

Cream rouge is a feature of Elgin American com-



pacts. Two shades. Or cake rouge, if you prefer. Débutante is a stunning new design. In black enamel and 14-K gold plate, \$2.00. Other enamel and metal fin-

Débutante Compact

ishes and engine-turned designs, \$2.00 to \$5.00.

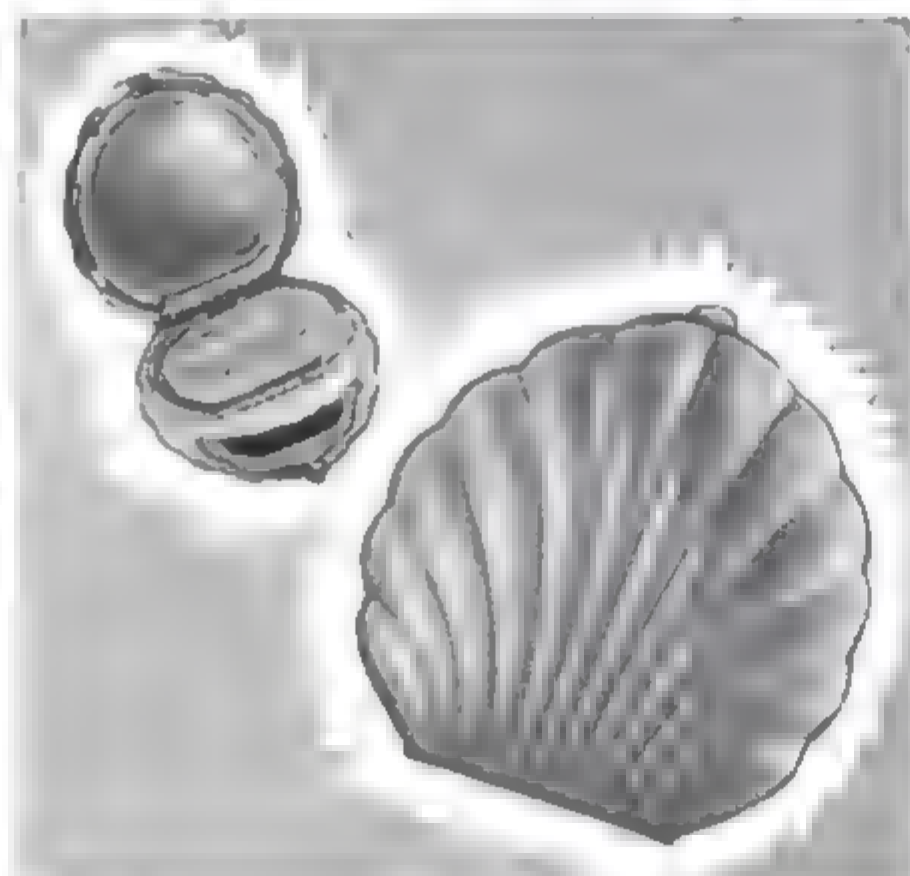
Seashell is appropriately named.

It comes in lovely opalescent enamel in pastel tints. Also in green-glo and el-bronze finishes, \$2.00. Look for the name "Elgin

American" in compacts, dresser sets, cigarette cases and similar

novelties on sale at department, jewelry and better stores everywhere.

ELGIN AMERICAN COMPANY, ELGIN, ILLINOIS



Seashell Compact

SHOP-HOUND'S ADVICE TO THE SHOP-WORN

(CONTINUED FROM PAGE 110)

selected by touch; after that, the men work from memory, weaving the intricate mixtures—stripes, plaids, checks, overchecks, dots, and nubs—sometimes with as many as eight different colours in them. (I saw one lovely woolen in which the colours were so finely woven that they gave a changeable colour effect almost like taffeta.) How they do it, of course, is a mystery; but watching them do it, with such rhythm and precision, is as fascinating as anything you ever saw in a Venetian glass-works or a Black Forest toy maker's. And it's nice to reflect that the weavers are not only making divine fabrics, but they're making themselves independent.

• Jay-Thorpe's Costume Bar, which has recently reopened (in a new copper-and-cream-and-brown salon on the fourth floor) has proved to every one's satisfaction that you don't have to have an unlimited clothes allowance in order to look sophisticated. This bar is rapidly becoming the Mecca and Medina of college girls, débutantes, and other chronically impoverished young ladies, who find that tailored sports clothes and fluffy-ruffles evening frocks come easily enough, but that it's far from easy to find moderate-priced clothes with any degree of subtlety or suavity or the Eternal Feminine. The Costume Bar's clothes aren't designed particularly for collegiennes, nor yet for débutantes; they're designed to fill a long-felt want of every girl who goes anywhere and meets any sort of competition. Frou-frou and sensationalism are both conspicuous by their absence from this collection; but everything has a rather conservative, slightly tongue-in-the-cheek sophistication that makes you look as if you'd been around, whether you have or not. And if you haven't, these clothes will start you off in the right direction.

The Costume Bar has done one of the prettiest jobs of assembling dress-and-coat ensembles that I ever saw; not only will those in charge suggest the perfect coat to go with the dress you buy, but they'll produce the coat. I was admiring a long, sleek, smooth black velvet evening gown, with the back cut like a far-from-ecclesiastical Gothic window; then they showed me the absolutely perfect coat to go with it—made of Paisley lamé. It came over me all of a sudden that life is really much simpler than it used to be.

The day-dress-and-coat situation is well under control, too; there's a collection of subtle dead-black dresses (marvellous with deep blue or soft green coats trimmed with Persian lamb) and crêpe dresses in various colours—olive-greens, greys, purples, browns, and deep reds. Hats haven't been left out of the ensembling hook-up, either; the Hat Bar, on the mezzanine floor, is working hand in glove with the Costume Bar—and they're all working together to make you a menace. At the Costume Bar, you can get a day dress for less than \$25, and an evening dress for under \$50; coats will be priced up to about \$110. The Hat Bar's prices run from about \$12 to \$20.

• You see (or at least I see) lots of shoes, in lots of windows, that say "Custom-Made" on them. But, I began thinking to myself, doesn't "Custom-Made" mean made to individual order? And if so, what are they doing in the window, all made? Finally I got so overwrought about the thing that I rushed into J. and J. Slater's at 575 Madison Avenue, and asked if they wouldn't please tell me what *they* meant by "Custom-Made." Speaking in calm, soothing voices, they told me that when they said "Custom-Made" they meant—and had meant, for the last seventy years—made to your individual measure, with a fitting and everything. This made me feel better immediately, and soon I was snooping among the shoes as merrily as ever. I noticed that flat heels are continuing triumphantly into autumn (we told you so); that large, romantic cut steel buckles are once more adorning afternoon shoes, and very elegant they look; that some of the handsomest formal Oxfords you ever saw are trimmed with soutache braid, like your autumn suit. Big news: Slater's "Young Gothamites" shop has shoes cut on the same lines as the famous Slater "Pocos"—short-vamped and round-toed—but the prices range considerably from about \$8.75 to \$10.75.

• The Ansley Radio Corporation, never one to rest on its laurels, has come forth with some pretty startling new things in the way of radios, phonographs, and combinations of both. For instance, they've perfected a radio-phonograph combination which is so compact that it's not much bigger than a typewriter case, and so adaptable that it works on as many as twelve different currents. It comprises a six-tube radio, a phonograph, a tone-regulator, a volume control, and even a place to put records in back. You can carry it into the heart of darkest Africa, plug it in (if you can find a plug), and it will work perfectly, however barbaric the local juice may be. This costs less than \$80, and a smaller edition costs less than \$60.

These combinations, and all Ansley Dynaphones (that's what they call their phonographs), now have another new and wondrous feature—the Crystal Pick-Up. (You know, the pick-up—that thing you screw the needle into.) It doesn't use a magnet, as the old ones did, and consequently weighs only about one-half as much. This means that surface noise, that irritating scratchy obbligato, is cut down by half, and the records last twice as long, because the needle isn't grinding into them so hard. But the well-known Ansley tone remains as rich and mellow as ever.

You can get Ansley products at the best shops; or you can go direct to the showroom, at 100 West Fifty-Seventh Street, where Mrs. Ansley herself, the wife of the inventor, will be charmed to answer questions (I know, because I asked her hundreds) and give advice about any radio or phonograph problems you may have on your mind.





After dark WHITE



GLISTENING white wool, soft, caressing, exquisitely finished with wide bands of gardenia-textured crepe! This beautiful, big, white Kenwood Famous is the season's smart touch in blankets for the town house bedroom. Deeply napped, lustrous, supremely warm, and seven and one-half feet long. This is luxury... but not extravagance! For the Famous is made of the world's choicest wool and, like all Kenwood Blankets, is pre-shrunk in the making. With careful tubbing, its original loveliness will last a lifetime.

• Send for a copy of "Your Blankets—Their Selection and Care." It contains the nine tests of blanket quality, illustrates the full line of Kenwood Blankets and Throws in color, and includes a list of the fine stores in your city where you may obtain them. Kenwood Mills, Dept. S-5, Empire State Bldg., New York.

Kenwood **all-wool** Blankets and Throws

© 1935, Kenwood Mills

Who minds the heat?

"Not I," says the girl. "Nor I," says Spud. For Spud's the cigarette that taught heat how to behave. And how many good things followed! Not only refreshing smoke. Not only a moist, clean, fresh-tasting mouth. But a new, *natural* tobacco fragrance unspoiled by high temperature irritants. *How about you and Spud getting acquainted?*



AMERICA'S MOST
REFRESHING CIGARETTE

SPUD
CIGARETTES
CORK TIP OR PLAIN

15¢ FOR 20
(20¢ IN CANADA)

THE AXTON-FISHER TOBACCO COMPANY, INC., LOUISVILLE, KENTUCKY

A FLAT ON A BUDGET

(CONTINUED FROM PAGE 77)

swags made of white chintz with black stars, lined and mounted on buckram, the tails of the swags at the sides of the windows faced in scarlet. At this point, I began to bring the scarlet note into the room with a sofa, slip-covered in scarlet serge and bordered with a white wool fringe (found among the theatrical supplies of a London shop). In addition to the sofa, there is one armchair covered in red with a white fringe, and twin armchairs covered in white cotton damask with scarlet fringe. The cushions on the sofa are of white cotton damask. The sofa, chairs, and covers came from a well-known decorator, who very ingeniously solved the problem of my dining-room chairs and table. A deal table was covered with a slip of white damask, scalloped at the edges and bound with an inexpensive red moss fringe, over which a glass table top was placed. This arrangement gave my dining-room table the chic of a cloth that is adequate and permanent. The chairs are also of deal, and they fold up like camp-chairs, to be easily put out of the way. (They couldn't have been more inexpensive, by the way.) They are covered with a striped bedticking, rather Regency in character, that is nothing more or less than what is used to cover mattresses. It is in white, with stripes of Pompeian-red and black. The entire dining-suite (shown on page 76) is without any stain or waxing.

The screens, which are fourfold, with twenty-inch panels and nearly as high as the ceiling, are of canvas stretched over frames. The panels are alternately painted white and pink on both sides, to make an excellent background for the coloured flowers in the vases on the columns at the dining-end.

BARGAIN-HUNTING

After this, I started to dress my room with decorative bargains. I found a black and red marble column in one shop; a dilapidated square column with rusty metal swags in another. I brought the square column home, painted it white, with pink swags and a black base. At still another shop, I committed what was, for me, an extravagance and bought the white porcelain cock that stands in the window at the dining-end of my room, because it made a great effect. A friend of mine in the decorating business, who knew that I couldn't afford to go to a decorator, very kindly found me a Negro mermaid holding a shell. She was fantastic, but ugly, so I painted her flesh-pink, washed her over with white, leaving a bit of red tinsel in the moulding at the base, and then raised her up on a black stand so that the shell, into which I put a light, was above eye-level. Thus she became a lamp of the reflected type. Over the bulb, rabbit-wire was arranged to hold a collection of oddly shaped corals, both white and pink, taken from under a Victorian glass dome found in an antique shop. I also discovered an excellent low opium table in teakwood to place by my sofa.

At the shop of a friend, who has four floors piled to the ceiling with every conceivable kind of furniture, I found

a dilapidated console table, which was repaired, painted grey, and picked out with white. This, too, is shown on page 76. I had a glass cut for the top and put a grog tray on it. Another friend, an artist, painted two Negro heads for me on tinfoil, and I had these framed in flat white mouldings (a very expensive type of framing, but, alas, necessary). I found two half-columns, painted them white, and used them against the pink panels of the screens to hold vases of flowers. In Paris, I committed another extravagance by buying two oddly shaped urns of white plaster. With a few small tables, my room of grey-white-scarlet-and-pink was complete, and ready for the flowers that it needed to make it live.

HALLWAY INTO PANTRY

One of the features I liked about the flat was the small entrance foyer, separated from the main hallway. The entrance foyer, being cut off from the real hall, can be used as a service pantry, as none exists. In the foyer, I put drop-leaf shelves just outside the dining-room door, turned the coat-closet into an extra china cupboard, and, beyond the linen cupboard, I put up a rail with hooks. But none of all this is visible from the entrance, because of the swing gates (shown on page 76) that conceal the back hall, yet do not completely shut it off. (These doors are like the swing doors in the barroom scenes in American movies.) To give the front hall a little zip, I chose an amusing wall-paper, which was printed for me in special colours—scarlet, pink, and white. The glass doors in the hall were hideous—or, at best, uninteresting. So my friend, the painter, and I decided to try our hands at a little art work on the glass panels, with the result that you see in one of the smaller photographs on page 76.

This was such a success that we painted the curtains on the bedroom window. Surveying the expanse of glass which took up one whole side of the room, I was in despair, because I visualized a sea of drapery. So the little painter and I, in an hour's time, put up curtains that would stay for good, did not require washing, and cost practically nothing. They are painted in white, with a brown design reminiscent of the beige-and-brown bedcover and the heavy draperies that are drawn at night. The room itself is painted a pinky-beige and has a brown hair carpet that nearly covers the floor; a stripped and pickled wood desk; and a chair and a stool covered with brown-and-beige striped bedticking. (On page 77, there is a photograph of a corner of this room.) The dressing-table was invented from necessity. I had to have a long glass and a fairly good-sized dressing-table, so I solved the problem by finding two small commodes with drawers, which were painted the same colour as the walls, placed on each side of a three-by-six-foot mirror fixed to the wall, and spanned with a sheet of clear glass. This makes a transparent table top through which one can see from head to foot.

In the second bedroom, the colour scheme was taken from the blue, grey, and white (Continued on page 118)

Oily Skin? Large Pores? Blackheads?

"I USED TO HAVE THEM, TOO—UNTIL THIS SIMPLE TREATMENT CLEARED MY SKIN..."



I'D TRIED EVERYTHING... creams, lotions, salves, costly preparations of every description...yet still my complexion was marred by ugly open pores and blackheads! I thought *all* beauty aids were just empty, exaggerated claims—didn't know that I *myself* was to blame...



A SKIN SPECIALIST TOLD ME... "Don't blame beauty aids," he said. "You've left out the one step essential to correcting *any* common skin fault. Your pores must be cleared, stimulated. They are sluggish and clogged. That's why the preparations you were using couldn't get into your skin to do their work."



MORE THAN A SOAP... "All your skin needs is thorough, *pore-deep* cleansing," said the doctor, "with Woodbury's Facial Soap. Follow directions wrapped with the cake. Its special ingredients clear and tighten the pores, by stimulating the skin glands and restoring normal pore-action."



AND SO ECONOMICAL... I bought a cake of Woodbury's. I was so surprised that it cost only 10c! And soon I found that it *lasts twice as long* as the other toilet soaps I'd been using! So of course I used it as a bath soap too, for my back and chest. I love the refreshing fragrance of its perfume!



COULD THIS BE MY SKIN!...this smooth, fresh complexion, glowing with vitality, and clear as a healthy baby's? No more blackheads—no open pores—no oily shine! Yes—it was a dream come true! And in less than 30 days! Not only had all the ugly blemishes vanished, but youthful *color* had returned, too!



THEN IT HAPPENED!... He didn't know it, but that skin specialist brought me the happiest day in my life when he told me about Woodbury's Facial Soap. My beautiful new complexion attracted the one man I could love. And now we're married—thanks to "The Skin You Love to Touch!"

**"The most important step to beauty"...
say world's greatest skin specialists**

No skin can have *natural* beauty without thorough, *pore-deep* cleanliness. No ordinary soap, or cream, gives you complete pore-cleansing action. But Woodbury's is not an ordinary soap; it is a scientific beauty treatment, created by a famous skin specialist. Exclusive ingredients gently penetrate the pores, clear them of every impurity, stimulate skin glands so pores *breathe* normally again. Follow the simple directions for *your* type of skin, wrapped with each cake. In 30 days or less, "The Skin You Love to Touch" will be yours. Ugly blemishes vanish; fresh, youthful beauty revives. Woodbury's is sold at all toilet goods counters, and at your grocer's too.



NOW 10c The same quality and size that used to cost 25 cents

MAIL FOR PERSONAL SKIN ADVICE

John H. Woodbury, Inc., 1057 Alfred Street, Cincinnati, Ohio
(In Canada) John H. Woodbury, Ltd., Perth, Ontario

Enclosed find 10c (mailing cost). Send advice on skin condition checked. Also Woodbury's Loveliness Kit containing cake of Woodbury's Facial Soap; tubes of Germ-free Cold and Facial Creams; 6 shades of Facial Powder.

Dry Skin ☐ Oily Skin ☐ Coarse Pores ☐ Blackheads ☐
Sallow Skin ☐ Pimples ☐ Lines & Wrinkles ☐

Name _____

Address _____

Avoid imitations. Look for the head and signature, John H. Woodbury, Inc., on all Woodbury products. © 1935, John H. Woodbury, Inc.

WILLIAMSBURG RESTORED

(CONTINUED FROM PAGE 73)

temporarily while the restorers move in. When she returns, the old pine floors have been revealed in all their beauty, a mantel painting has been freshened, the walls painted in the bright colours which many of us, to whom "Colonial" means white, did not know were characteristic of that period. The lady is warmer in winter than she has ever been before, though the modern heating has been made inconspicuous. In her old kitchen, an electric ice-box and stove have been installed, and her garden has been laid out in formal walks bordered with dwarf box. Here for life tenure she remains, her only charge to care for the interior, where, of course, she still has her own furnishings. But a sick tree, the growing grass, a leak in the roof, are all the responsibility of "Mr. Rock," as the Negroes down here allude to the "Head Boss."

One New Yorker, who has found Williamsburg the perfect setting for her notable collection of eighteenth-century English furniture, says one of her chief economic delights is to sit at her breakfast table and watch twenty skilled tree surgeons feeding her trees with mysterious modern drills and cherishing the box and the old-fashioned flowers, and knowing that "Mr. Rock" pays the bill. But please note, if your garden is to be cared for by the Restoration, you have to be strictly in the period. One mile and a half of old boxwood have been transplanted from other parts of Virginia and the Carolinas to contribute to the authenticity of the gardens, and only flowers known to the Colony during the eighteenth century may be grown: moss and Scotch roses, sweet-william and sweet alyssum, English daisies and hyacinths, violets and tulips, and but one kind of columbine. "I have no vegetable garden," said this same lady. "I suppose if I did, only Colonial vegetables would be allowed!"

IF YOU SHOULD MOVE THERE

Necessarily, the number of restored dwellings is limited, but new homes are being built in harmony, and the rents for both old and new are surprisingly reasonable. Indeed, the whole scale of living is gratefully lower. Beautiful estates along the James River await the return of the native, the man or woman who has a Virginia ancestor, or the Northerner who seeks an equable climate and an equable existence. Washington and Richmond are close by, and the ocean itself with its glorious beach only two hours' motoring away. Shooting, yes, quail and duck and deer in season, and fishing all the time; and a casual fox-hunt where you turn up with your own hound or two to help form the pack. And, of course, there are country clubs.

Future Citizen, picture yourself on a sunny morning strolling—no one ever rushes here—strolling down Main Street, which is called Duke of Gloucester Street, beneath the shade of old elms. The brick walk parallels a road of old cobblestones, which merges into smooth gravel for the convenience of modern traffic. You stop at the "A and P." But where is the familiar red façade? It has been Colonialized with rosy brick and white

columns and mullioned windows. You pause at other shops, you even stop and rest on one of the benches that encircle the newly planted fruit-trees, and finally you reach the College of William and Mary, founded in 1693 with a charter from the Crown. This college, as with everything else here, has expanded beneath the golden glow of the Restoration. Its historic Sir Christopher Wren building, along with two others, have been brought back to date, and from a small institution of learning it has broadened into a modern coeducational college which each year attracts an increasing number of students from the North as well as from the deep South. So, along with its other virtues, Williamsburg is a college town. This means youth. Pretty girls and eager boys eddy in the streets between classes. Their social activities—plays, concerts, and what-not—provide entertainment for the townsfolk.

LIFE IN WILLIAMSBURG

As for the very young, if exposure to beauty means anything, they are brought up surrounded by it, and American history becomes a living thing. The schools are under the jurisdiction of the college, and, though modern in equipment, architecturally they blend in the general scheme.

Do you need legal advice? Then you'll find an attorney near the courthouse with his shingle hanging out as in the old days. Have you received a ticket for speeding? Then you will deem it a pleasure—well, almost a pleasure—to pay your fine in a little courthouse so charmingly authentic that, when you come outside, it is a shock to see the policeman's motorcycle parked in the portico.

You may take to going to church again on Sunday morning, for the aesthetic as well as spiritual joy of sitting in the high box pews of Bruton Parish Church, shut in by pew doors with bronze plates telling of the famous who worshipped there, of the vestrymen and wardens and sidesmen. There is the great square enclosure with a canopy bearing the royal arms above throne-like armchairs where sat Their Excellencies, the Governors. And without, the graves of the friendly dead, ancestors of many of those who still sit at service in the high box pews.

But the palpitating interest is the Restoration. Every one shares in it. Whether you are the official landscape-architect or the interior decorator, the oldest living inhabitant or the Northerner who rents his peace and pleasure at so much a month, every one takes a living, breathing interest in the development. There has been much talk recently about how to use our enforced leisure. Cultivate a hobby, says the New Deal. Well, here is a community whose very existence is its hobby. When the leather for the library walls of the Governor's Palace arrives, that is the chief topic at dinner. When you find an old tile in an excavation, you rush off to the Department of Research and Record to see if it has a history. When your Negro cook tells you that your venerable neighbour, who has held out for years against selling her house to the (Continued on page 118)



Now in September

Be first in the style parade and choose this one-piece dress to wear now . . .

in September. Its rick-rack finish is very new and the broken stripes show the

new Fall colors off to amazing advantage. In a fine zephyr yarn with detachable

scarf. Unusual two-tone loop color combinations. \$29.75. Suede hat to match,

\$14.75. Ready-to-wear or made-to-your-measure in colors of your choosing.

Martha West
SPORTSWEAR ORIGINATOR

444 MADISON AVENUE AT 49th STREET . . . NEW YORK

838 MADISON AVENUE AT 69th STREET . . . NEW YORK

PALM BEACH . . . NEWPORT . . . MAGNOLIA

OBTAINABLE IN CALIFORNIA ONLY AT **Roos Bros.**

IN ST. LOUIS ONLY AT FAMOUS-BARR CO.

MY COOK IS AN AMATEUR

(CONTINUED FROM PAGE 85)

bad memories. Paint a glowing picture of its perfection to challenge new effort. I find a few minutes of concentration on the fine points of a stew save hours of stewing.

Insist on punctuality. No matter how late the guests are, the cook should be on time. Walk into the kitchen unexpectedly. Demand that it be clean and neat even in the midst of preparing a meal. Help her with the buying. If you do not have time to shop, you must leave her some elasticity in ordering. In the markets, one food is excellent one day and not another. The cut of the meat is highly important. If you do not know what cut of meat is essential to a certain dish, take the trouble to find out from a friend's cook or from a cook-book.

SPECIALTY FOOD SHOPS

The specialty shops are a great resource. Spaghetti, macaroni, Parmesan cheese, and tomato paste are obviously better from an Italian grocer. In New York, there are pork shops which have all the most intricate and skilful cuts of pork. Cheese stores offer a better choice within the different varieties than the general store.

Do some window-shopping—even if you do not attempt marketing. It is possible to register the first sweet corn or asparagus while you are on your way to cut Consolidated Gas coupons. Unless the *Daily News* announces them in head-lines, your cook will not see them.

One great spur to culinary finesse is a well-stocked kitchen. Many a dish lacks an accent because the bouquet was not to be found on the kitchen shelf. Here is a list of supplies that cooks should use continuously. Dried herbs (thyme, laurel, chervil). A jar of put-up tarragon. A pot of chives for the window-sill. The old standby, parsley, which can be kept fresh in an air-tight jar in the refrigerator after it has been thoroughly washed and dried. *Glace de viande* (buy at the specialty grocers—it is invaluable for casserole dishes and sauces). Cans of Italian tomato paste. Real Italian Parmesan cheese by the pound. Cooks do not like to buy it in the piece, because it gets hard, but, if it is wrapped in a moist cloth an hour before used, it will soften for grating. To my mind, prepared Parmesan ruins every dish it goes into. Canned consommé—the best you can get. There always will be moments when it is needed suddenly in a sauce or a casserole concoction. Olive-oil in large cans. It is better and more economical to buy it this way. Vinegar is a matter of taste.

Another important accessory is mignonette-pepper, to be ground as it is needed. Curry, of course. Also small cans of fresh truffles. I believe in them. They improve everything like sunshine. They give finesse and joy to sauces, eggs, stuffings, or whatever they are used with. The chipped truffles in cans are perfectly good. In France, whole ones are boiled in champagne. But do not ask this of an amateur cook or a depression pocketbook.

Give her, too—the cook from whom you expect great things—the proper tools. Iron and earthenware improve the flavour of many things. Iron fry-

ing-pans are necessary. Also a large iron pot. Earthenware casseroles in different sizes are invaluable. Also high and flat glass or pottery utensils that go into the oven. A large wooden bowl for salads and a drip coffee-pot are prerequisite to good salads and good coffee. Large wooden spoons and long-handled forks are essential equipment. None of them is difficult to get. The shops are full of the most provocative kitchen utensils.

I have a test menu for the first evening of a new cook. In order to find out what her touch is, I give no directions. I make sure that there are no guests and resist the temptation to send my husband to a French table d'hôte. The test menu is:

Cheese Soufflé
Ragout de Mouton
Mashed Potatoes
Tomato Salad
Pancakes and the dangerous Coffee

As simple as this is, it tells me the story. If she can make one soufflé, she can make all; the ragout is typical of all casserole dishes; the mashed potatoes and the tomato salad are informative volumes in finesse; the pancakes are our favourite dessert, so I must know her skill with them. If the soufflé is not high and foamy, but looks like the pancake, I am indulgent because it isn't all in the mixing. The new stove may be the cause. If the ragout is good, with a smooth and gelatinous sauce; the meat tender and the herb flavouring subtle, then there is reason to be pleased. If it appears with an anaemic colour, a watery sauce or a greasy look or both, it is a tragedy. Then I know that the cook can make no casserole dishes, and worse, that she has no flair for her profession. If the mashed potatoes, which can be epic, appear full of bumps and heavy, my opinion is substantiated. If the tomatoes are peeled (I speak of a French salad) that is a good sign, and if the dressing is good, all is not lost. If the pancakes are thin, soft, and presented with chic, life is worth living. In fact, if any of the above is well done, I have hope.

If her ragout has been a failure, I give her the following advice, which is really a basic direction for making every casserole dish, no matter what its ingredients. I tell her to brown the meat thoroughly, to remove carefully every particle of fat; to use very little flour; to add thyme, laurel, and parsley at the start and a soup-spoon of *glace de viande*, and a small glass of wine about half an hour before serving.

Experimentation continues. During the following weeks, I try her out on dishes and methods which test the whole scale of primary cooking. For example, clear and thick soups, egg and fish dishes. A variation of vegetables, sauces, salads, cream desserts, roasting, and broiling, and so on.

An amateur makes soups that are tasteless and of the wrong consistency. A clear soup must be like crystal, and a cream soup must have no grain. She is apt to undercook the fish. If she boils it, she may not drain it properly and may not know that the final step is to put (Continued on page 119)

FOSTORIA AMERICAN



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Their gracious smartness in an Early American setting is no less charming than their hint of inherited loveliness when used in combination with the latest modern things.

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WILLIAMSBURG RESTORED

(CONTINUED FROM PAGE 116)

Restoration, has suddenly started having a quart of milk a day instead of a pint, then you know she has sold, and you are thrilled. Williamsburg, you see, is A Place to Live!

P. S. Which means Practical Suggestion. Even if you can't live in Williamsburg, it is an enchanting place to motor to. If you start from New York, get the familiar over swiftly by taking Route No. 1 to Washington, or even Richmond, where you can spend the night. Then Route 60 to Williamsburg, and perhaps an exploration of the Tidewater, and a swim in the

ocean at Virginia Beach, where bathing is glorious in the early autumn.

Or at Washington, you can strike southwest on Route 211, through Warrenton and the fox-hunting country, to Sperryville. Here you climb to the superb Skyline Drive, on the crest of the Blue Ridge Mountains. Before going too far, you can nip over to the Luray Caverns if you like the eccentricities of Nature, or continue on the top of the world until you reach Swift-run. There you take Route 4 to Richmond, and Route 60 on to Williamsburg.

A FLAT ON A BUDGET

(CONTINUED FROM PAGE 114)

striped bedticking used for the curtains, bed and chair covers. This very practical stuff is fifty-two inches wide and colour-fast, and it's so thick that curtains do not have to be lined. Furthermore, it is both durable and washable. Having a prejudice against bedcovers with a hump only half concealing the pillows beneath, I had my upholsterer make me a slip for the bed pillows, so that, by day, they are outside, instead of under the bedcover. This gives, I think, a much neater appearance. You can see a photograph of this bedroom on page 77.

The maid's bedroom was also done in the same blue-and-grey bedticking, with a night-table and a chest of drawers of natural wood. For both this

room and the kitchen, I found folding bridge chairs for a small sum, solving the problem of furniture that does not get in the way in small spaces. All in all, the venture cost just under three hundred pounds, but, I may add, it cost a great deal more in time and effort, and proved to me once and for all that the professional decorator is a much abused member of society—not over well rewarded for the time and effort that must be spent in not only giving directions, but in following them up. I had to do this flat myself, and therefore did it as a stunt, but had I to pay myself back for the time and effort, one hundred per cent. added to the cost would not be excessive.

J. MCM.

ANSWERS TO CORRESPONDENTS

(CONTINUED FROM PAGE 106)

Mr. T. H. H.: I am anxious to join a city club of which two of my friends are members. I hesitate to ask them to propose my name, and yet I am sure that they would be glad to do so if they knew I wanted to belong to the club. Would it be permissible for me to ask them?

Ans.: Your hesitation in asking this favour of your friends is entirely justified. It would be a distinct breach of etiquette to ask a member of a club, no matter how well one knows him, to put one's name up for membership. If you can let it be known that you would like to join the club (without obviously hinting), no doubt an invitation will be forthcoming; but the first move must come from a club member.

Miss L. T. S.: A man whom I have known for many years has written to ask me to call upon a young girl who is a friend of his niece's, and who has just come to live in my city, but who is a complete stranger to me. I have always been taught that for a man to ask one woman to call upon another was entirely incorrect, but I am wondering whether the fact that I am at least twenty years older than the girl would not make a difference.

Ans.: You are quite right in thinking that it is a breach of good manners to call upon another woman who is a

stranger to you, at the request of a man; but we feel that, in this case, your seniority and the man's create an exception. It would no doubt be a kind and welcome act to call upon the girl, especially if you are able to introduce her to other young people.

Mrs. R. N. C.: I am moving to the country next month, to live all the year round, and I am planning to get new note-paper. What colour would you suggest for a country house? A friend has done a charming pen-and-ink drawing of the house for us. Would it be appropriate to use this? And if so, is it correct to use an address as well?

Ans.: There are many new coloured papers now that are in excellent taste; but, if you prefer to be more conservative, blue, white, grey, or ivory are still smart. If you should use ivory or grey paper, you might have the stamping done in colour—red, for example, or dark green—since the informality of a country house allows this use of colour. The drawing would be appropriate as a letter-head, and you may also use the address. One of the best ways is to have the drawing on the left and the address on the right; but any first-class stationer will show you samples of correct placing.

MY COOK IS AN AMATEUR

(CONTINUED FROM PAGE 117)

it on a clean cloth to absorb any remaining moisture. Roasting seems a simple thing, but, like everything else, it can be well or badly done. Demand a juicy roast. The amateur cook may put in the roast before the oven is hot enough and baste it with a liquid which has no flavour. Carrots and onions lend flavour. Garlic slipped in near the bone of roast lamb gives an anonymous thrill. With fowl, the amateur generally roasts it sitting up in the pan, as Nature did not intend. If cooked with the breast down, the white meat does not dry out.

Do not let this new cook limit you to boiled vegetables. Some can be *gratinés*—some fried deliciously—some stuffed (turn to the cook-book on vegetables).

MORE FINE POINTS

If she can make a good Hollandaise, she can make many other sauces deriving from it, like mousseline and Béarnaise. A good sauce can save a multitude of sins and make amateur cooking seem very expert and delightful. The mediocre cook is a flour addict. She uses flour in gravies, which are better made with the juice of the meat and *glace de viande*. She may give you architectural salads. She must learn at once to make a good mixed salad, with an excellent dressing, not limited to oil and vinegar, salt and pepper, but made with mustard or anchovies and herbs. She must also learn immediately to make cream desserts in all flavours so that they are not hard and stiff.

The point of hysteria with the amateur cook comes in matters of entertaining. It is possible, if you are humble, to explain two or three times to a husband that you are trying your new cook on a foreign dish. It is impossible to explain once to a guest. I train a cook on certain definite dishes which I know will offer some variety and some pleasure to my friends. Chicken, lamb, and turkey are the usual fare. Therefore, I train a cook to make a creamed rack of veal or duck with olives or turnips and to do a *filet de bœuf* to take the place of roast beef.

RACK OF VEAL

For the creamed rack of veal, you put half a pound of butter in an iron pot, let it brown well, and put the roast in when the oven is hot. I suggest a rack of veal, but any cut of veal can be treated in this manner. Baste continually until roast is well browned. Cover pot and lower heat of oven, add very little water every fifteen minutes, and continue basting. About half an hour before the roast is entirely cooked, remove meat, remove every particle of fat from sauce, and strain. Take another bowl and mix very slowly, alternating one spoonful of the gravy and one spoonful of sour cream, stirring constantly. It is essential that the sauce be mixed in small quantities at the time and stirred continually so that it does not curdle. Season. Replace the finished sauce into the pot with the meat and put back into the oven, and finish cooking slowly. Before serving, remove any remaining fat.

The careful removal of the fat is important to the success of many dishes. I have a special method of removing it in which I always instruct my cook. You remove as much fat as possible with a spoon and allow the sauce to cool somewhat. Then you blot the surface over and over with fresh paper napkins or with shelf paper, until every trace of fat has been taken up.

DUCK WITH OLIVES

For the duck with olives, the duck is browned thoroughly in butter. When brown, pour butter away and rinse out the pot. Put in fresh butter and one tablespoonful of flour, allow it to brown, add two cans of consommé, one tablespoonful of tomato paste, and stir till well mixed. Replace the duck in this mixture, cover, and let it cook on slow fire. Half an hour before it is done, take the pot off the fire and remove all grease. Replace on the fire, adding three dozen large green olives from which you have removed the pits. It is very important to have olives of the best quality. Just before serving, add a wine-glassful of Madeira.

Because I entertain more at dinner than at luncheon, I train her on dinner-dishes first. At home in the bosom of a resigned family, I constantly try her out on possible successes so that the guest menu can be changed. For an impromptu dinner, it is safer, however, to go back to the first tried-and-true achievements.

Also, I make a list of dishes, such as spaghetti with Italian tomato sauce or a cheese soufflé, that can be made at the last moment with supplies always in the house, for I am inclined to ask guests on the spur of the moment.

Each time I order a new dish, I tell her how it should look when it reaches the table, what container it is to be served in, and how it should taste. The rice must be dry—the curried soup sharp—the cold madrilène smooth, but not stiff, and so on. It is very important to allow her to repeat one dish until she produces a perfection.

Unusual variety is really a fine way to disguise the amateur hand. Cleverness in menu making and new touches on conventional dishes will make her seem better than she is. Any guest will know whether a steak is cooked in a royal fashion, but most of them can be puzzled and intrigued by Wiener Schnitzel or Hungarian goulash. A good goulash brings with it the strains of a Tzigane orchestra—with no extra strain on the cook. My method of preparing Wiener Schnitzel is as follows:

WIENER SCHNITZEL

Use veal cutlet and have it cut very thin (the meat *has* to be cut on the cross; this is very important). Remove every particle of fat and nerve and trim carefully. Pound well. It is also very important to use bread-crumbs which have been put through the finest colander. Beat up two eggs, mix with salt, a little paprika, and a coffee-spoonful of oil. Prepare three plates, one with flour, one with the beaten eggs, and one (Continued on page 122)



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URNS WITH A GOURMET

EVERY time we pass the windows of Vendôme's food shops, we practically fall in in our eagerness to see what new tidbit has been conjured up to lure the gourmets. The other day, it was a platter of calves' heads vinaigrette, done up in the best French manner. While this dish doesn't mean a great deal to us, personally, it does to many of our food-loving friends who, at the mere sight of calves' heads vinaigrette on a good bill of fare, start ordering it both hot and cold, muttering the while about the typical dishes of that so-dear France. For the sake of such as those, we discovered that the delicacy is beautifully seasoned and spiced *chez* Vendôme and is not expensive, costing in the neighbourhood of seventy-five cents a quart.

Actually, all this was noted almost in passing for, once inside the shop, we found ourselves facing a mason jar of fresh tarragon leaves preserved in vinegar. If you have had to contemplate such crises as a cold poached salmon crying for the finishing touch of these dark slender leaves or your prize curried soup lacking its final savour of chopped fresh tarragon, you have a good idea what a stroke of genius this offering constitutes. Even if you haven't felt the lack of fresh tarragon in your life, we advise you to get some anyway and think up ways of using it, if only because it has that hard-to-get flavour that touches the snob in all of us.

Of course, these Vendôme establishments (we use the plural, because there is now a new branch on Madison Avenue, at Forty-Eighth Street, while the original shop is still doing business at the home-stand at Eighteen East Forty-Ninth Street) are a mecca for those who like to import a special dish from outside to supplement the cook's efforts. One such dish is the Vendôme fish that is matured in white wine and prepared with cherry tomatoes and spices. This may be bass or mackerel or flounder, whatever happens to be best in the market that day, and it costs you only around a quarter of a dollar a portion. It is pleasant, incidentally, to discover such nice, considerate prices in a place which one always thinks of as so *de luxe* in atmosphere and provender.

The *suprême Jeanette* is another one of these supplementary ideas that makes a complete course in itself. This is that elegance of breast of chicken resting on *pâté de foies gras* masked in a *chaud-froid* sauce. You can serve it hot or cold, and make a great impression either way. One new cocktail bit is miniature Welch rarebits that are popped into the oven before serving; another is cocktail biscuits that taste like olives. Miniature galantines—ham, tongue, or chicken—solve, neatly and inexpensively, the problem of the spot of cold meat with salad.

There are marvellous baked beans that come to you in French bean pots. The large pot, which serves four amply, costs about seventy-five cents, and a little pot for supper *à deux* costs under fifty cents. Furthermore, you can keep the cunning little pots for your own kitchen, and the shop will even present you with the tops that go with them, if you ask for them. These beans are covered with a slice of Virginia ham, for which Vendôme

is famous, and one of our favourite food stories is about these hams. When they are served cold, Virginia hams are most perfect sliced paper thin, and clients often ask to have the hams cut this way before they are delivered. Monsieur Dadone, the presiding genius of Vendôme, who has spent all his existence promoting the cause of fine foods in his shops and restaurants, is sometimes on the ground when such a request comes in from a favourite client. If so, he rolls up his sleeves and does the slicing himself. If it is the first time he has performed this feat, he waits for the telephone to ring after the ham has been delivered. It always does. A reproachful voice says that it had been requested that the ham be *sliced*. It is sliced, says Monsieur Dadone. It can't be, it's still *whole* says the purchaser. The phenomenon is that the ham has been so perfectly sliced that it holds its shape intact, until the slices are removed by admiring guests at buffet supper.

• We always say of Schrafft's that they manage to think of everything! Aside from providing perfect *bon bouches* for every kind of bon-voyage gift, they have now solved the problem of those who can't bear to part with the handsome boxes or baskets in which their gifts arrive, but who never know quite what to do with the things once they have carted them home. The results of this research are the new Schrafft's Bon-Voyage Chests. These are handsome boxes shaped like chests with hinged covers, done in a material that closely approximates hand-tooled leather, but doesn't run into money as real leather would. The chests for the ladies are ivory coloured with shell-pink moiré lining, and those for the gents are done up in brown, destined for future use as containers for gloves, stockings, belts, collars, or maybe to keep your souvenirs in as you travel round the country.

You can leave the choice of contents to the Schrafft's experts, or, what we think is more discriminating in the giving of any gift, you can make the choice yourself. Every bon-voyage gift that we send from Schrafft's would always include among other things bittersweet peppermint wafers, a big jar of sour lemon-drops, Jordan almonds, chocolate sticks, hard candies, gum-drops, the marvellous date-and-nut bars, thin cookies, and little jars of marmalade and *confitures*, since the Schrafft versions of all of these are practically without peer. The new Bon-Voyage Chests come in four different sizes (the Jumbo size is eighteen inches long, and the average contents provides twenty-four different packages, including three separate pound boxes of candies) and range from about fourteen dollars to five dollars in price. Of course, you can order these new chests in all the Schrafft's stores.

While we were wandering about in Schrafft's investigating the chests, we came upon a new *bonne bouche* known as molasses almond waffles. These are candies, not real waffles, crisp and crunchy with nuts, and they have an unexpected and titillating salty taste instead of being sweet—the kind of candy that you buy as a great treat for the children and then find yourself eating rapidly.

JUNGLE TALE

BY BARONNE ISABELLE DE LA BOUILLERIE

ADVENTURE, with a big A, lies at every turn of our road if we only take the pains to discover it. Three months ago, tired of a dull and uninteresting European winter and greatly in need of a change, I sailed with some friends for the Dutch Indies, my usual winter haunts. I was planning with delight to show them those beautiful islands, and I could hardly wait till we got there. When we arrived in Singapore, we found that we had to wait a few days for the Dutch steamer, so I visited many old and dear friends of mine in that city, and, as the lavish custom of the East demands, I was entertained morning, noon, and night. I can not forget to mention the new Governor and his charming wife, His Excellency Sir Shenton and Lady Thomas, who were most kind and hospitable, the Captains of the English fleet who were all so eager to complete my education by initiating me into the mysteries of their submarines, my Chinese friends who gave charming dinner-parties, and especially His Highness the Sultan of Johore, who showered invitations upon us all.

The night before sailing, we gave a dinner for the Governor and the Sultan as a farewell party, and here Adventure began. Between a *chapon farci* and a *soufflé Rothschild*, the Sultan mentioned that he was starting the next day for a trip up country through the jungle. I had always heard that the Malayan jungles were the most beautiful in the world, so I told him how I envied him. The answer was: "Why don't you come along? I will show you the jungle better than any guide." Sir Shenton Thomas, who was dying for an invitation of the kind, whispered on my other side: "Don't be foolish; accept at once and consider yourself extremely lucky." Well, there I was, sailing the next day for Java and Bali with my trip planned and



Baronne de la Bouillerie, adventure-bound for the picturesque hunting-country of Johore

my friends counting on me to take them around. I felt it was all quite mad. Yet here was Adventure once more, so I didn't hesitate, but accepted the Sultan's invitation on the spot.

The next morning, one of the Sultan's cars came to bring me to lunch at the Palace, and the fairy-tale began. To start with, I had no equipment, of course, for an expedition of that kind, but from the minute I was in the Sultan's care, I had only to lift a finger and everything appeared as if by magic. In the room that had been given to me for the afternoon siesta, I found several pairs of shorts, shirts, stockings, and even a bathing-suit neatly laid out. With what pleasure I donned my new clothes and felt the Sultan's glance of approval as I stepped into his big racing-car! The Sultan is one of the most skilful drivers I know, and, although he always goes at top speed, I never once had a minute of fear during the whole trip, because I could feel that he had perfect control of his car. Three other cars followed us: one with the luggage, another with the Sultan's officers, and the last one with his trackers.

Driving through Johore is something like sitting and looking at a magic lantern. You pass through the most extraordinary variety of beautiful country and are at once struck by the richness (Continued on page 122)



Host to the Baronne—His Highness the Sultan of Johore, on a big-game hunting-trip through the Malayan jungles

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As invigorating as the Fall air are the new Bernat handknits. Fascinating to knit; even more fascinating to wear, and their beauty will escape you never if you use Bernat yarns. This is true for several sound reasons: Bernat yarns retain their lovely hues; Bernat yarns are highly tubbable; quality throughout and to be seen at the better shops everywhere. If you do not know your nearest Bernat dealer write us and we will tell you.



BERNAT YARNS

Emile Bernat & Sons Co., 99 Bickford Street, Jamaica Plain, Mass

MY COOK IS AN AMATEUR

(CONTINUED FROM PAGE 119)

with the bread-crumbs, and proceed as follows: Dip each piece of meat first into the flour, then into the beaten eggs, and then into the bread-crumbs. Fry in very hot butter, in which you have put a little bit of oil. Before serving, place a round slice of lemon and an anchovy on each Schnitzel.

The trick is to bear down heavily on the dishes that mean the most to you. Family dishes are, perhaps, what keep divorce out of your family. If so, the new cook must be trained to do Boston baked beans the way Grandmother did them.

The cook does not have to be limited by either you or your favourite

cook-book. If there is a chef in a restaurant who makes a supremely good dish—employ him for an hour to train her. Your friend's cook will also come to the rescue. My theory is to treat her like a débutante. Give her opportunity to meet the right recipes.

I think the difficulty of making good dishes is greatly overemphasized. Such a menu as *velouté à la Brésilienne—Homard à la Moricaine—Poularde Truffée, Légumes—Salade and Mont Blanc*, a sophisticated and perfect Epicurean meal, can be managed by an amateur if she is taken over the hurdles course by course. When she achieves this, however, you can resign. She is a professional.

JUNGLE TALE

(CONTINUED FROM PAGE 121)

and fertility of the soil, be it a rubber plantation, cocoanut grove, or just wild jungle. All the big game in Johore is the Sultan's property, and I am told that every species can be found in his preserves. After two hours' driving, we got to the Big Jungle, and there made a halt. Refreshments and fruit were served by kneeling men, and, as we sat on the banks of a little stream, I was thrilled to hear the innumerable noises and cries that seemed to fill the great forests. My new guide taught me at once to distinguish the shrill notes of the argus pheasant and the wail of the *wahwah*, a small species of monkey. The solemnity, the mystery of untouched Nature grip the white man's heart. The beauty of the jungle can not be described: it is a feast for the eyes, and one can never forget its haunting smells. I was given some flowers whose perfume is supposed to last over a year.

JUNGLE NIGHT

That night, we stopped at a place called Mersing, at a small bungalow used by the Sultan on his trips. The house is built in a romantic spot just on the edge of the sea, with a lovely beach, huge rocks, and a sprinkling of islands in the distance. The jungle comes right down to the water, and a space had been cleared to build the house. I was much intrigued by the great quantity of barbed wire back of my window. I was told it had been doubled lately, as, three weeks before, a black panther had been found in the kitchen, and the boys had refused to cook. A delicious meal, Malay style, was prepared. There were several kinds of fish curry wrapped in cocoanut leaves, rice cooked in the form of small puddings and presented in the same way, slices of roast chicken served like *chachlick* on little sticks, and many different sweets and fruit. I couldn't tell why, but the good food, the roar of the China Sea combined with all the jungle noises, and perhaps the fear of finding some wild animal sitting in the corner of my room—when I blew out my candle and crept into bed—made me fall into the most profound sleep from which I never woke till sunrise.

How lovely and fresh everything seemed in the early tropical morning!

The sea looked so tempting that I expressed the desire to go bathing after breakfast. An hour later, I was on the beach, and, as it was low tide, I had to walk quite a distance into the sea. Though I am rather near-sighted, I was at once struck by what seemed to me the spikes that hold the long fishing-nets used by the natives on that coast. These black dots encircled the small bay, but, as I advanced a little farther, the dots seemed to move, and a little farther still, I discovered that they were men's heads. My astonishment was even greater when I got an explanation from the Sultan himself. His Highness, always anxious for my safety, had consulted his chief officer at once to know if there was any danger of sharks. The answer came that, as it was monsoon and there was quite a strong current in the sea, it was difficult to tell. So, from the little city of Mersing near-by, the Sultan had the whole barracks turned out into the sea, and the men were ordered hand in hand to form a sort of living net to protect me from the sharks. After that experience, I stopped wandering.

CITIZENS OF THE JUNGLE

Nor will I forget travelling all through the jungle in a sort of little canoe, up the big rivers or small streams that take you to the very heart of the great forests which have the air of standing aside, with a flutter of green draperies, to let the intruders pass. Down these shining lanes we glided through places which, since the beginning of the world, have been hidden from prying eyes of strangers. In the midst of the wilds, we came across a tribe of "Sakais," the aborigines of this part of the world. *Orang-utan* (man of the woods), they are citizens of the jungle and own no country as their home. They can see at night and wander through dense forests without getting lost. Then, there are the wild animals you meet—elephants, tigers, panthers, and slangs, not to mention crocodiles. But you had better come and see it all for yourself; though you may not have the good fortune of having a Sultan for a guide, a trip through Johore is one of the most interesting you can take.

THE FIEND

By Helen Dook

It sounds as though I were going to tell you about a demon, a superstitious monster, or one of the awful Indian Gods. But I am not at all. I only want to tell you about our tailor—called, by the ladies of South India, the Fiend. He looks more like a cherub than a devil, with his small fat body, his round face, and his perpetual smile. But a fiend he is.

The problem of clothes in India is a trying one. Not for the natives, of course. They can be quite happy with very little on. And for the wealthy people who would deck themselves in purple and fine linen, there are the wonderful gold woven saris and cloths which are made in India as nowhere else in the world. But the European women have a great struggle to keep up with home styles. Only in the large cities are there dress shops. Therefore, all the fashionable gowns worn by the élite of my district are made by the Fiend.

The Fiend, or Patchimuthu, started his career of sewing on the veranda of one of the missionaries' bungalows, when he was a small boy. He had genius, and he progressed rapidly, until now he holds us all in the hollow of his hand. He can copy any picture out of a fashion magazine, he can design clothes himself, and his creations fit like Paris models. It sounds too good to be true, for us living out here in the jungle. And of course there is a catch somewhere.

THE FLY IN THE OINTMENT

In this case, the catch is in the Fiend's Indian heritage, his mental make-up, and his love of toddy. If the Fiend had the energy, the initiative, and the enterprise of a European, he would by now have a big establishment in one of the large cities of India, he would have many tailors working under him, and he would have loads of money. But—after fifteen years of making ladies' gowns—he lives in a small room reached by a narrow, dark, winding staircase, which ascends from a back alley off Tailor Street. Besides his reputation for being a genius at making clothes, he has a reputation of untrustworthiness, slowness, procrastination, promising but not fulfilling, and for being one of the biggest rogues in the world.

We all know what he is. Each one of us has had the same experiences at his hands. Our dress-goods have lain in his room for months on end without being touched, while Patchimuthu goes blithely to other people's houses seeking more work and making more promises. Some ladies have even seen their clothes pawned while Patchi has a week of debauch, sousing himself with toddy. Sending for him to come does no good. He sends back word, "Yes, I coming," but he never comes. Going to his house to fetch him does not help, for he is never there. Even the police can do nothing with him. If we take our cloth away from him, we are only cutting off our own noses—for where else can we have it made up as Patchimuthu can do it? In the end, we always give it back to him. Refusing to pay him until a lot of work is finished has no effect. Scolding and

tears make no impression on the bland countenance of the Fiend. "Must I coming." "Madam forgive me this time." "Me very poor man." "Me working all night." "Having no tailors to help me." "Please, must I coming next week." "Making very nice frock." "Madam knowing I never tell wrong." All these he repeats again and again, smiling all the time.

ONCE BITTEN, TWICE SHY

When I was to be married, the Fiend, of course, wanted to make my wedding-dress and my trousseau. But I had had too much experience. I had my wedding-dress made by a French dress-maker, in one of the large cities, and had my trousseau sent out from home. The Fiend made the bridesmaids' dresses—and nearly drove us all crazy before they were finished. He bore me no hard feelings for getting my frocks from home: when I called him in to alter some that didn't quite fit he was terribly excited to see the new styles from America. He took the dresses to be altered home with him, and I never saw him again until I went to his house and collected them—untouched—the day before the wedding. I vowed then that I would have nothing more to do with the Fiend, but I have since broken that vow.

Another girl being married here had Patchi make her wedding-dress. He was at the church that morning pinning the dress on her before she marched down the aisle.

But the Fiend has some good characteristics besides his genius. He is always cheerful, always smiling, always unruffled, and he bears no grudges. He knows just what clothes Madam has, and what new things she ought to have. He also knows what every other woman in the station has and allows no duplications. We all get our pictures of dresses out of home magazines and might often choose the same ones if Patchimuthu did not keep us straight. "No, Madam not having that frock. Madam So and So having one like that." I was choosing a black-and-white silk to wear to the morning wedding of the girl who went down the aisle in the pinned gown. When Patchimuthu brought my finished dress, and also an evening dress I had had him make, he said that I really couldn't wear the black-and-white to the wedding. All the other ladies were wearing chiffons, long and garden-partyish. He had made a lovely pink one for this lady, and a yellow for that, and so forth. The wedding was the next day. Patchi suggested that I wear a lavender organdie he had made for me a year or so ago. But that had been worn too often; everyone knew it, and I wanted a new gown for the wedding. Then Patchi had a bright idea.

"Madam not needing this new evening dress. Madam needing more a new garden-party dress. This evening dress I unpicking little here, little there, putting piece in neck, shortening, making puff sleeves, making very nice frock."

"But the wedding is to-morrow morning," I expostulated.

"Very good," said the Fiend. "I finishing tonight." (Continued on page 124)



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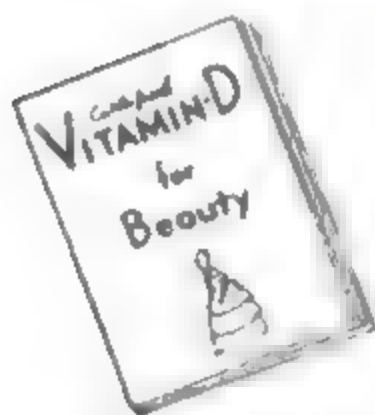
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THE FIEND

(CONTINUED FROM PAGE 123)

And this time he kept his word. It was the loveliest frock at the wedding.

Every New Year's Eve there is a big fancy-dress ball in this station, and every year the Fiend makes the costumes. If people wish what they are wearing to be kept secret, Patchimuthu never lets anything out. But if any one decided to go in a costume which some one else had already chosen, Patchimuthu would help the second person to decide on a different one.

THE BATTLE OF THE BLACK DRESS

The Fiend likes best to make very fancy garden-party dresses or intricate evening gowns. If one can only get him enthusiastic and interested enough, he will make a beautiful creation in no time. Once two ladies went to Colombo, hoping to find some new evening gowns from home in the shops there. But they found nothing, and had to call for Patchimuthu when they returned home. One lady had set her heart on a black frock; there had been none in Colombo to suit her, but she had been much attracted by a green lace and organdie. She therefore bought some black organdie; and with that and an old black lace dress, she planned to have Patchi make her a dress like the green one in Colombo. Patchi came running, when he heard that Madam had been to the big city, and listened eagerly to the tales of Colombo—the styles there, and the dearth of dresses that would fit Madam. Then Madam told him of the green lace and organdie.

"Oh yes," said the Fiend, "I unpicking old lace frock, making new gown. Madam having four inserts of organdie instead of two. That style suiting Madam better. Yes I making right. Green dress having long sleeves? Then Madam having long sleeves, too—showing other ladies new fashion."

But Madam didn't want the long sleeves in India. The dress was promised for Thursday of the next week, when there was to be a dinner-party in honour of Madam's birthday. (The birthday and party were really on Friday—but Madam said Thursday, hoping thus to be sure of the maddening man. Resorting to lies, however, does not help.)

The Fiend was enthusiastic. The next day he arrived with the lace dress all "unpicked" and the inserts cut out in newspaper. He pinned the creation on Madam. After that she didn't see him for several days. Getting somewhat anxious, she sent for him on Wednesday, but he did not come. Thursday morning she sent again. Finally he came—with the dress only basted, and still in its first stages.

"What about my party to-night?" she asked.

"Yes, I bringing," was the reply.

But he didn't. Perhaps the wily one knew the party was not that day. Anyway, next morning Madam sent down word to Patchimuthu that the dinner-party had not been held last night; it

had been in her honour, and, since she could not go without her dress, it had been postponed until the next day. Would he please bring the new frock immediately? No sign of Patchi. At noon she sent again, saying that she was being called for at five-thirty, as she was going swimming and having tea with her host and hostess before the regular party. She must have her dress. Patchi sent word, "Yes, I coming."

At five-thirty that afternoon it poured. Madam did not go swimming, but stayed at home waiting for her dress, which had not yet arrived. She sent her servant again to the Fiend's house. He returned, wet through, to say that Patchi was on the way, that the jutka had broken down, and that Patchi was now taking refuge in MacDonald's store. Time passed. No tailor. No frock. Finally Madam gave up in despair, and put on one of her old dresses to go to the party.

THE ELEVENTH HOUR

Just as she was ready to start, the Fiend arrived, wet but beaming, with the new frock wrapped in a towel under his arm. He was as elated as though he were arriving exactly at the time he had originally promised. Madam was fearful lest the frock had been hurt by the rain, but Patchi—all smiles—assured her that he had protected it carefully.

So Madam changed and put on her new creation. It was perfect. It fitted as a dress fits in one's dreams. It looked as though it had been made on the rue de la Paix. Madam was delighted. Patchi said it just needed a little pressing; Madam could wear it all right to-night, and he'd come around in the morning and press it. He charged only four rupees (about one dollar and twenty-five cents) for making this gown. Of course he never showed up in the morning to press it—but Madam hadn't expected him. She had her new black dress, and it was perfect.

THE FIEND INVINCIBLE

So—what can we do? Our tempers and nerves are run ragged; but, in the end, if we can stand the strain and don't weaken, we have lovely clothes. We can even wear them when we go home, and our relatives are not in the least ashamed of us.

Many ladies have thought of setting up a shop, with Patchimuthu as head tailor, and making a great business. They could furnish the initiative and executive ability, and run the business as Patchimuthu never could. But even this arrangement would not suit the Fiend. He must be free; he must have no bonds; he can not be harnessed to any schedule or set plan. And so the Fiend will probably end his days much as he began them, sitting cross-legged on the floor, sewing with his perpetual smile on his chubby face.



SUMMER IN ESTONIA

By Margaret Busbee Shipp

HEARING of a villa offered for rent at Pärnu, on the sea in Estonia, we motored from Riga to look at it. We found a white house with apple-green blinds, a sun-room supplied with blossoming plants from the conservatory, hospitable living-rooms, bedrooms with balconies, a library spilling over with books in French, Russian, German, and English, and an adorable garden enclosed by lindens and Norwegian spruces. Of course, we took the place—who wouldn't?

When I asked the Estonian chateleine: "Don't we sign something? An inventory or some sort of paper?", she laughingly replied: "Why should you?"

That "gentleman's agreement" was my first introduction to Estonia and rather the key-note of what was to be found there. In the many parks in Pärnu, there are no harsh commands to keep off the grass. Evidently people regard all that clean sparkling prettiness as common property to be properly cherished. If a nodding fuchsia proves too tempting to a child, what of it?

A year in Latvia had proved so interesting that it whetted my zest to see her sister republic, so the Riga apartment was closed and we made our hegira to Pärnu. Trunks and Olga, most efficient of maids, went by train. W. was to follow a few days later in his roadster, so Sasha and I went in the old car that my friends have dubbed "The Early American": I seated in front with the chauffeur, and Sasha crowded at the back with bags, canned goods, kitchen utensils, and Sasha's bedding piled to the top of the car. A few miles out, the bedding began to slip and had to be placed directly in front of Sasha, but the chauffeur consoled, "That vill be good, Sasha, it vill keep off all de vind." Also all sights, for it was somewhat like motoring inside a closet! Occasionally, a faint moan could be heard as the car bumped over the cobblestones of a village, and the chauffeur would make the kind explanation: "Now we go through a town mit shops und houses und a church mit a steeple. All towns is joost alike. Nothings to see in towns." But at the journey's end, Sasha said if the *gnädige frau* would permit, she would prefer to return by train.

SUN AND SEA

The sea was only three minutes away from the villa, and as Pärnu shelters the water from prevailing winds on three sides, there is splendid bathing. Nude bathing as practised in Estonia would not shock the most decorous after seeing how it is managed. There's a section of the beach reserved for nude bathing for women, with a separate bath-house, well out at sea. Another part of the strand is reserved for male bathers. The third section, which is by far the largest, with band-stand, restaurant, and bath-house on shore, is for mixed bathing, and suits are obligatory. In a cold country like Estonia, it is important to get all the sun possible on the body during the brief summer, and the nude bathers far out at sea attract no more attention than the gulls flying overhead. Nobody (except me) paid the

slightest attention to them. To lie sunning in a steamer chair at the women's bath-house and watch the lovely young creatures go down into the sea was a delightful experience for me.

But the aspect that won me most was to see some middle-aged peasant, in the late afternoon with the sun still strong at eight o'clock, go into the tall rushes, undress there, and waddle out to sea. With her body cool and refreshed after the day's toil, she would put on her clothes and go her way in peace, perhaps to listen to the orchestra for an hour—and all without spending a sou. For life here is amazingly inexpensive.

GAY ECONOMY

Of course, there are two sorts of economy, widely different: cheap living where everything must be subordinated to the question of expenditure, and living agreeably at a low rate in proportion to what one receives. It is this latter sort of economical living which Estonia furnishes. Pleasures cost almost nothing. For the equivalent of ten cents in American money, you can take a swift paddle-boat and skim for an hour on the sea or the Winter Harbour; for twenty-five cents, you can take a table at the beach restaurant and sit there all the afternoon watching the passing throng; for eighteen cents, you can get a box seat at the cinema to see the best American and German films, but a less ambitious place costs half that amount.

Food is good and cheap, but the cook who does all the marketing must go early, for there is a limited supply of *raki*, the delicious crayfish which can be eaten only in the months without an "r"—whether an oyster would believe it or not! While there is not the variety of fruits which makes summer housekeeping easy in the United States, the berries are unexcelled. Luscious strawberries give place to delectable red and yellow raspberries, blueberries, gooseberries as large as a partridge's egg, currants, and other tart berries for jellies.

Our gardener took an especial pride in the pear-trees. He himself was an interesting figure. If one asked the name of a plant, he usually gave the Latin name. It was not surprising to learn that, under Estonia's new liberty, with its new opportunities, his son was a professor of botany.

The garden became more endearing as it unfolded in all its summer phases. Nature atones by lavishness where the blossoming season is brief: Madonna lilies, petunias, snapdragons, pansies, foxgloves, Godetias, gorgeous phloxes, dahlias, montbretias, fuchsias, glorious delphiniums in every shade of blue, roses being brave about it, but secretly aware that their home is elsewhere.

Tea in a garden was an old habit, but it was a new experience to have after-dinner coffee there and even to play bridge in the long afterglow. During the season of the white nights, there was a vista from a balcony as clear-cut as a Breughel picture, the masts of the ships in the Winter Harbour black against the rose of a midnight sky. (Continued on page 127)

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BATHING PHILOSOPHY

(CONTINUED FROM PAGE 104)

beautifully. Apply a smooth, cool masque that requires only the half-hour you are in the tub to do its work. Fit eye pads dipped in warm water over your eyes as you lean back on your little pillow. And if you haven't time for a proper bath and a proper make-up, combine and do the making-up in the tub. On page 86, we show you a perfect bath-tub rack that will hold all your make-up, together with cigarettes and ash-tray, and, if you don't need the mirror, you can use it for a book-stand. If a radio makes you happy, there are modern mirror ones in colours to match your bathroom tiles. If you don't want to miss your phone calls, have the travelling phone plugged in on the bath-side table. If

you like to personalize your possessions, have everything initialled, from cold-cream cloths to soap, or marked with your name copied from your own signature. If you like the feel of luxury underfoot, have a white fur rug, even a little one—a soft-feeling one, like the beige hooked-rug type in the picture on page 86. Have a perfect little slipper chair to sit on while you put on your mules. In short, bathe yourself in beauty at every step.

If you write to Vogue's Information Department, we shall be glad to give you names and sources of accessories that help to Bathe in Beauty. Glad? We will be enchanted at an opportunity to further a cause so dear to our heart.

SOUTH AMERICAN NOTES

By Marcia Meigs

CROSSING the Equator means not only that you'll get a ducking, it also means that the seasons are reversed. If you start in warm weather, from Guayaquil south, you head into winter. Take with you city winter clothes. Silk dresses should be black or brown or blue—light summery prints are out of place. Fabric hats are more suitable than straw, and also easier to pack. A three-piece suit is invaluable—you can shed a layer when the sun gets warm at noon. A fur coat is a godsend, as it serves as an evening wrap, an extra blanket in small hotels, and a pillow on the train.

- For the tropics, cotton and handkerchief linen dresses are far cooler than silk ones. Even cotton underthings are to be recommended. Laundry, both on the boat and on shore, is incredibly cheap and quickly done. A brimmed hat is a worthwhile investment. Shorts are nice for deck games, and they save your dresses.

- If you are fussy about using salad-oil to ward off a sunburn, be prepared with a good sunburn cream, for you will probably haunt the ship's pool, and the sun is amazingly strong. For a long stay in the interior, take creams, nail oil, and brilliantine. No matter how awful your hair feels when you arrive in a coast town, *don't* have an oil shampoo. The climate is so dry that leather shoes have to be shined at least once a day; suède ones are a lot less bother. In Lima, it's so damp that emery-boards peel apart, and stockings and gloves take twenty-four hours to dry.

- Dark glasses are invaluable—on the boat, at noon in most cities, and on the trains.

- You can buy films anywhere, but wait to have them developed in the Kodak shop in Lima or in New York.

- Read your friends' books whenever you can—you'll want to save your own for train trips and other times when you're alone.

- Just forget about celery, lettuce, and raw tomatoes. Unless you are staying with friends, drink bottled water and hot milk. Coffee is very strong, bitter, and thick; about one-quarter essence and the rest hot water and milk is the way to drink it. Hot sauces are ubiquitous. Go easy on the first bite,

no matter how much you think you like hot foods—they may be hotter than you thought possible.

- When dining out, go easy on the first few courses. Fish and chicken are apt to be just come-ons to the steak. Even tea is apt to be a three-course meal.

- Take a siesta. This is not the sign of a sissy at all. Particularly in high altitudes, an hour's rest is good business, even if you only read and write letters. If you don't retire to your room, there won't be any one to talk to anyway, so you might as well give in right at the beginning and make the siesta a habit.

- Let the servants run your baths. They know how much water there is, and they know how to cope with the water-heating systems.

- Watch your smoking when you're in a high altitude.

- All travelling in South America is done by daylight. Trains (and usually planes) start off at six or seven A.M. There are no such things as sleepers; you spend the night in railroad hotels and continue on your trip the next morning. Reserved seats on the train are in the diner. Don't eat too many alligator-pears on the boat—they are not a delicacy in South America. They cost about five cents for half a dozen, and are a staple in all hotels and trains.

- Don't take a lighter—you will have to get a permit to use it. Use the matches of the country you happen to be in. There's an appalling fine for using Peruvian matches in Ecuador and vice versa.

- Remember that the exchange is better at coastal towns than in the interior, but don't change all your money at once. Watching the rates fluctuate is one of the best indoor sports there is. Even with a poor rate, seven-course meals cost about 35 cents, a shoe-shine about half a cent, a high-ball ten or fifteen cents, and palatial hotel accommodations around \$1.50 with breakfast.

- July, August, September, and October are good months for South American travel. It's both winter and the dry season in the south, and the heat of the tropics isn't bad after June in New York.

SUMMER IN ESTONIA

(CONTINUED FROM PAGE 125)

When one begins to yearn to "go places and do things" in Estonia, Tallinn (called Reval before the Great War) is the best base. Tallinn itself is charming, so romantically lovely a city that it recalls Alexander Powell's statement that as seen from the sea, Tallinn has the second most beautiful shore-line in Europe, Istanbul alone being superior. Although beauty is perhaps too intangible, too ephemeral to catalogue with such mathematical precision, his suggestion is one to profit by. Having been to Tallinn by air, by car, and by sea, I find Powell right in choosing the sea as the most striking approach. Our first visit there was for the Song Festival, held every five years. To see it proved as interesting as to hear it, for five thousand of the singers were wearing the picturesque and varied national costumes. After the song festival, a friend hurried with me to Pirita to rent paddle-boats. From nine until nearly midnight, we were skimming over the smooth sea—Tallinn's shore-line illuminated in flaming rose, the sea in patines of purple and gold.

The city is dominated by the Dome, the great walled castle built on a hill so steep as to recall momentarily the aspect of Tangier, but the mediaeval fortress, the onions of the Russian Cathedral, the huge, wind-driven trees, give it individuality. The historically minded will like the ancient ramparts, walls, fortifications, mural gates, and mediaeval churches. Saint Olev's was built in the thirteenth century, and the fascinating town hall dates from the fourteenth. The towers retain their early names—Kik in de Kok and Tall Herman, while women have an especial sympathy for Stout Margaret.

ESTONIAN HOSPITALITY

The gracious and dignified Estonian hospitality has a quality of its own. An afternoon reception which the Head of the State, Mr. Päts, gave in honour of visiting Rotarians from Helsinki proved very interesting, for he has taken ordinary swampy land and transformed it into a model country estate, with an amazing variety of flowers, farm produce, and grain produced on this made soil. From there the guests went to Wiims for tea.

The hero of Estonia, General Laidoner, who repulsed greatly superior enemy forces and struck the final blow for Estonian liberty, has been given this estate by the government in recognition of his distinguished service. From the veranda of the house, a wide flight of stone stairs leads down into the park. He must have been an understanding artist who did the original landscaping, for the walk leads under superb trees with curving vistas of lawn, until one wonders where so lovely a way is to lead—and suddenly there is the sea. Anything else, pavilion or fountain or statue, would have been an anticlimax.

The villa at Pärnu seemed like home when we returned to it the following year, just as the white nights were beginning to lengthen in magic. Some of the summer's experiences were a trip to the island of Mohu to see the women wearing their picturesque costumes; to Oesel, tragic island of the Great

War and now, like Haapsalu and Pärnu, a centre for the radioactive mud baths: but the most distinctive trip was that to Narva and Petseri.

Narva takes one's breath! A battleground for centuries, since the Danes first founded it, Narva has changed seven times from conqueror to conqueror. In that busy year of 1492, while the Moors were being expelled from Spain and Columbus was sailing uncharted seas, the Russian Czar, Ivan III. was building his enormous granite fortress at the mouth of the River Narva. In its day, it must have seemed impregnable with its dominant situation commanding the narrow entrance to the harbour. But fifty years later, on the opposite side of the dark dividing stream, the Teutonic Knights built their great red brick castle and fortress which later was to fall into the hands of Sweden. A travelled American, looking at the fortresses facing each other like two bulldogs about to spring, said: "Here East meets West. This is the most dramatic spot in Europe!"

ON THE RIM OF RUSSIA

The Russian border is only a few kilometers away. Barbed wire is stretched across the grass-grown road to prevent smuggling. From his tower on the Russian side, the guard can see without being seen, while the Estonian guard is reinforced by a fierce dog.

What with towers to try the legs and ikons to tempt the purse, we lingered in Narva until the following day. At the old Russian church, three small ikons were given to us, and we asked their probable age. The verger's small bright eyes were full of mirth as he made sober reply: "They were brought here by Ivan the Terrible." He knew *that* would satisfy us!

If the motorist is hurried, he can go on to Petseri with a short stop in Tartu to see the university founded by Gustavus Adolphus. But Petseri must not be missed. The monastery dates from the early part of the sixteenth century, and to-day it is a little piece of Old Russia, a bit of flotsam left in Estonia, to be found scarcely elsewhere in the world. In Finland, the Russian monastery on the island of Valamo in Lake Ladoga is a richer and larger property, and the situation is more beautiful, but Petseri is older and more primitive. Only thirty-six of the monks are left in the monastery, but five thousand of their predecessors are buried in the catacombs below. The monastery is situated in a deep ravine, the many onions of its towers are painted a vivid cobalt-blue and sprinkled with stars. Omitting the catacombs, it was pleasanter to climb to the top of the ancient wall to see the sweep of the country. When this wall was being built as a protection to the monks, Ivan the Terrible came for a visit (our ikons in his pocket!), and when he saw the wall he thought it was a fortification against his power. So when the good bishop came out to welcome him, Ivan slew him first and asked questions later. The Tsar was very repentant about it and gave the monastery many gifts, which are still shown, as well as the tomb of the bishop. (Continued on page 128)

PARIS AND THE BRITISH ISLES

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SUMMER IN ESTONIA

(CONTINUED FROM PAGE 127)

One of the many things to make an American feel at home in Estonia is that English has been designated as the secondary language in the schools, so that one is rarely at a loss to find some one on the street or in shops who can understand. Once when we stopped at a farmhouse to ask directions, a barefooted young man offered to go with us to show us the turn. He proved to be interested in American books and regretted that he had been able to get so few. He had read only Hemingway, Mencken, and Sinclair Lewis!

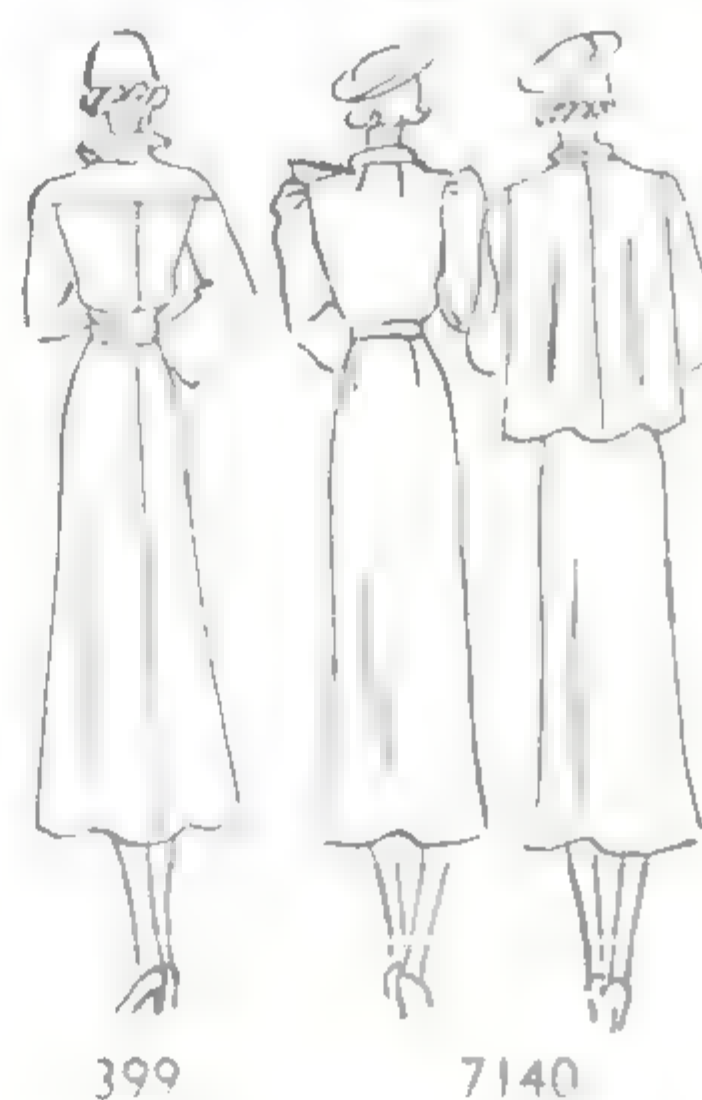
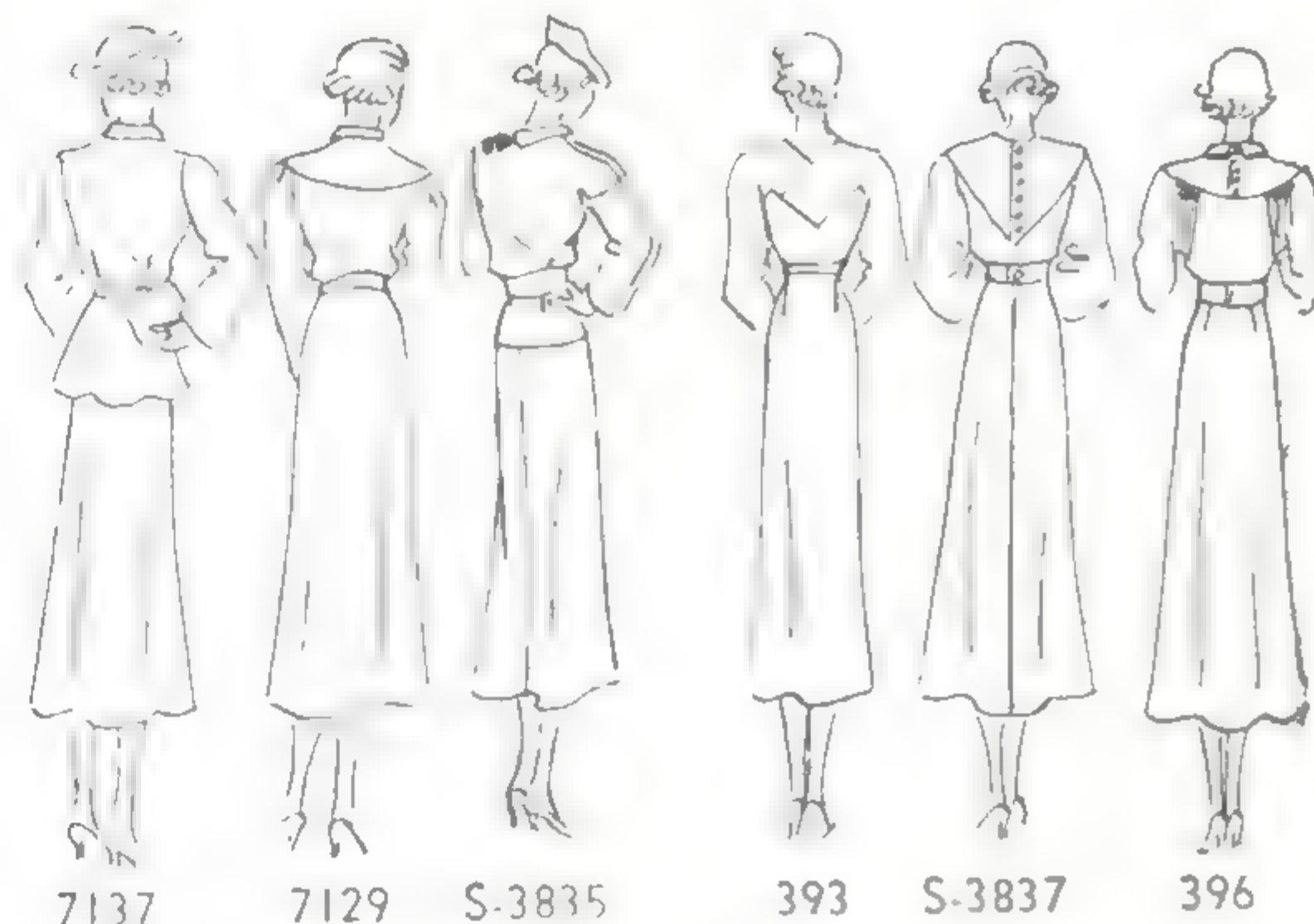
An Estonian gentleman, whose love of fishing has taken him to many of the out-of-the-way corners of his state, told of the cleanliness and charm to be found in the humblest cottage because of the industry of the Estonian housewife. During the long winters she weaves, knits, and embroiders, making mittens and socks for her family, rugs for the sleds and bright embroidered strips for the house, so that the average home has colour and intimacy. It was a matter of speculation to understand the unmistakable aspect of contentment and well-being in a state with about a million and a quarter inhabitants. Imagine West Virginia, which is the state nearest the size of Estonia, having to keep up its own army, navy, and diplomatic corps! Yet Estonia does that and brings education within

reach of all her children. Hebe Spaul's book states: "Estonia has proportionately more people who have had a university education than any country in the world." Illiteracy is less than five per cent.

One kept demanding how this could be done, and there were various replies. One man said that living in Estonia was singularly cheap because the sea coast is so near everywhere, and with an agrarian population, it is important to get produce quickly and cheaply to the sea for export. On their small farms, the Estonians raise all that they need to eat; they are frugal and industrious. Taxes are necessarily high, but the Estonian has felt the heel of foreign domination. Independence is to him the *sine qua non*, and being cool-headed rather than hot-blooded, he accepts the fact that he must pay his share of the price of that liberty.

Another said: "The Estonian is obstinate. Centuries of oppression never dislodged the idea from his brain that he could rule his country better than any one else could rule it for him. For fifteen years, he has had his chance to prove this—fifteen years as against centuries. Methodically, deliberately (for that is our Estonian way), he has set himself towards his—" he paused for a moment and smilingly found the American word, "his job."

DESIGNS FOR DRESSMAKING



• Eight dresses with a future are sketched here and shown in greater detail on pages 94 and 95, with photographs of the fabrics most suitable to the design of each one

• These models are designed for sizes: 7137 in sizes 12 to 40; 7129 in sizes 12 to 40; S-3835 in sizes 12 to 40; 393 in sizes 12 to 40; S-3837 in sizes 12 to 40; 396 in sizes 14 to 40; 399 in sizes 12 to 40; and Ensemble No. 7140 in sizes 12 to 40

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NOTES FROM THE PARIS COLLECTIONS

ALIX: The fashion world always shows up at Alix's looking for sensations. And again, this year, Alix did not let you down. But the day clothes, more than the evening ones, caused the flutter this time. Completely mystifying drapery, cut that no lay person can describe—Alix goes on being the great sculptress of dress-making. Particularly exciting were her day coats, finger-tip in length, coats with backs and fronts so enormously full you'd swear they were capes. She even did one of Alaskan sealskin, impetuously leaving the side seams open to show a green dress. Then there were long day capes, intricately folded on the shoulders; and softly draped black jersey dresses, with fulness twisted across the bosom, brought over the shoulders, and allowed to fall down the back. The evening drapery that has made Alix's name ring round the world exists again. But pleats are her newer love. A black panne velvet evening dress, pleated from neck to toes, winds around you spirally. And another pleated black chiffon, definitely Italian, is streaked down the front with a gold panel and girded with gold cord, complete with tassels. Never, of course, does the famous Corsican mannequin enter the room without having eyes riveted on her feet. This year, you were rewarded with sneakers—heelless sneakers of gold or pearl-studded lamé.

CHANEL: If fireworks leave you cold and you're bent on young, simple, wearable dresses—there's always Chanel. Her skirts are noticeably shorter (it's day skirts we're speaking of). Her jackets and skirts often close diagonally. Her necks are always delightfully tidy and generally white collared. And dozens of buttons hook up everything. Black jersey and red jersey dresses, one or two piece, invariably worn with white piqué dickys or vests. No. 37, one of her most successful coat-dresses, of black-and-white mixed tweed, has a skirt buttoned diagonally from waist to hem and two pockets on one hip for good measure. This diagonal closing appears again on a neat grey tweed suit with a red jersey blouse. For afternoon, there's a sweet black satin dress, crushed as though rolled through a wringer, with a little ruche circling the neck and frilling down the front and brilliant squash-rackets of rhinestones filing down the front. Youth, youth being Chanel's constant creed, she never abolishes puff sleeves for evening. On a black net dress, powdered over with multicoloured bits like splashed paints, she adds the most enormous sleeves of the year, puffs shooting out and backwards like wings. Two other evening models considerably admired: a white crêpe dress, high of neck, with wing-like panels emerging from the bloused front and falling to the floor in back. And a dramatic Hudson seal evening cape, touching the floor in back and swooping upward in front. Very Hamlet. Incidental: an amusing three-strand necklace, the centre strand of black pearls, the other two of white.

CREED: Young Mr. Charles Creed lays down the martial law throughout his collection. Black suits, black suits—there are legions of them, shoulders padded and squared, chests brandishing frogs and brandenburgs, jacket

edges bound with braid or astrakhan, even soldier stripes of braid down skirts. One neat little black suit, flaring sharply at the hips (which is what many a new suit does), has a velvet collar, velvet pockets, and velvet buttons concealed under a flap, in true Chesterfield manner. Far more drum-major is a suit, the long jacket bristling with wide braid chest decoration and girded, of all things, with a bright red braid sash. Mr. Creed's top-coats, too, are influenced by the political temper—great lieutenant coats with heavy pleats falling from the waist-line in back and a typical military kit coat trimmed with mohair braid. Not even the dresses are exempt from the martial trend—one black broadcloth waistcoat dress has side stripes of braid down the skirt, a military collar jutting forward, and a streak of red on each side of the décolletage.

JODELLE: This young lady apparently gazed long and intently at the Italian masterpieces; the evening gowns in her Collection are pure Renaissance. Almost lovely enough to frame is her pale blue velvet robe with a great scarf of sapphire-blue velvet swathing the chest and floating into two long panels behind. And no less than three evening coats are definitely Borgia. One, a great cape-coat of magnificent molten silver-and-gold lamé; another of ruby-red velvet, enormous of sleeve, and fastened with a lavish buckle of multi-coloured stones; and a third of royal-purple velvet, a cape swinging over your shoulder very dramatically. So much for the evening, for Jodelle is the dressmaker to whom people beat tracks for afternoon dresses. Two excellent ones are of black satin; one with an entire top of satin bands woven like basketwork, the other topped with horizontal bands of smocking. The skirts of both fairly ample; the sleeves full from shoulder to below the elbow, then finished with long tight cuffs. But colour is Jodelle's specialty, and many an afternoon dress combines colours that remind you of the palette of a subtle painter; deep red and emerald; rust and emerald; coral and mole-grey; slate-blue and pale blue; grey-green and ruby-red; brown and mustard; blond-tobacco and slate-blue.

LANVIN: Like Greek chitons, Lanvin's evening dresses are neo-classics of flowing drapery with floating panels or angel sleeves. Often, they fall from jewelled or lamé yokes or armhole bands. "Certitude" is an example—the beautiful black crêpe hanging from silver shoulder bands. "Doute" is another—a bright blue crêpe dress suspended from a rose-red yoke, coral beaded. Angelic blue or tomato-red or watermelon-pink or pale green chiffons are girded with great cut-out gold belts, and one superb black velvet dress has looped swags falling from each arm. Over these dreams of dresses, mysterious hooded capes are thrown—sometimes two capes in one, a waist-length red rayon satin cape with a hood, over which is worn a long hoodless black rayon satin cape. Lanvin believes in capes for day, too, her long black Persian lamb ones with thick collars being flung over neat black dresses with braid-frogged chests and gold buttons. (Continued on page 130)



Meeting for a bit of gossip at your favorite campus "sweet" shop, finds you smartly clad in one of Marinette's new "Clodhopper Knits". This one earns special merit because of its nubby hand-fashioned weave. Terrifically becoming and one of those immortal costumes that just blends into every girl's wardrobe. Featured everywhere in a wealth of lovely colors.

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Foot Delight
SHOES

BANCROFT WALKER COMPANY

NOTES FROM THE PARIS COLLECTIONS

(CONTINUED FROM PAGE 129)

LELONG: Europe's political temper has fired Lelong's imagination, too. His neat suits—weren't they always perfect little uniforms anyway?—now have their chests decorated with fabric bars or braid frogs. Upstanding Persian lamb military collars and brandenburghs enliven his coats. And even one of his evening capes enrolls the spirit—a black tulle cape with narrow stripes of velvet ribbon down each side. Strict for day, Lelong recommends, but draped and floating for evening. Dramatic hooded capes are thrown over almost every dress, a ruby velvet one laden with mink, a black velvet one slung over the shoulder, a black-and-pink brocaded cape with a pleated back over a black chiffon dress with two panels floating backward. Several beautiful old Louis XIV. brocaded or damask satins appear throughout the collection; there's even a sweet Persian brocade jacket with a blue velvet collar, cuffs, and lining worn over a blue velvet dress with a jewelled belt.

LOUISEBOULANGER: That new Scotch colour known as "crottle" (a rusty tobacco—in case you don't know) cropped up in this house, combined with black and white. And there's a tricolour worth remembering. You see it here in a knitted sweater, the entire top crottle, the waistband striped black and white. You see it again in a three-quarters wool jacket and skirt worn with a black knitted sweater. And again, in a crêpe blouse worn with a black skirt, over which is a beautiful long black wool coat, the shoulders elaborately smocked. The Louiseboulanger evening dress that the whole town talked about was of beige wool, worn with a relentlessly strict red velvet military cape, stopping at the thighs and lined with beige wool. We show it on page 58.

MAINBOCHER: Drummer-boy pill-boxes looped with cord on his mannequins' heads. Drummer-boy suits, straight and double-breasted, with capes flung over one shoulder or folded up and carried, knapsack fashion. And an utterly new type of suit, rather Louis XIV., with the skirt and jacket tail shooting into sharp flares at the rear. Add to these dozens of well-bred little dresses and suits—the kind that husbands always like their wives to wear—and you have a picture of Mainbocher's

day collection. But one must not skip the furs—curiously enough, a great profusion of red fox: a muff of it and a tail on a collarless brown coat. A Hudson seal fitted jacket with soutache braid pockets and frogs. And a leopard cape tight at the hips, but full through the elbows—a new Mainbocher line for capes. Drama for evening came when one mannequin entered in silver lamé—skirt entirely fan pleated, bodice softly draped and topped with an amusing bolero, shoulders decorated with silver soutache epaulets (see page 57). Humorous incidentals: Fat Napoleonic bee clips of rhinestones; rhinestone turtles; enormous spread wings of pearls worn under the chin; six pearl clips clamped at the front of a high collar; and buckles like pine-cones.

MOLYNEUX: British Captain Molyneux knows American tastes if any one does—his new clothes were born to live in New York. The news for day is a slightly lower waist-line, with a straight or pleated skirt hanging just above the hip-bone, and a bodice bloused slightly. Over these simple black dresses, many of them laced with shoe-lacing at throat or hip, he throws loose jackets or capes: for instance, a beautiful jacket with an entire back and two sleeves of astrakhan; or a loose cape lined with cloqué taffeta; or a three-tiered black wool cape, all edges pinked; or a gay pink-and-black checked jacket. Molyneux loves black, but he always spikes it with a strong colour—sulphur suède gloves, a purple toque, violets on the hat, or giddy velvet or satin bows.

For evening, he pours his slender mannequins (they're the slenderest in Paris) into narrow draped sheaths—the drapery managed by a new trick of shirring either the side or front and back seams. If you ever whined that drapery was cumbersome, see these. Every line of the human body is there—the knees almost held in bondage. Again and again, he enlists this trick, on a rachel-pink crêpe dress, a sheer black crêpe, a deep sapphire velvet. Sometimes he uses his boot-lacing all down the front of a dress. Almost no trains dragged through this house, and many a skirt more than cleared the feet. Without exception, every evening head was bound with velvet ribbon, from which, directly in front, shot great sprays of paradise, clumps of flowers. (Continued on page 132)

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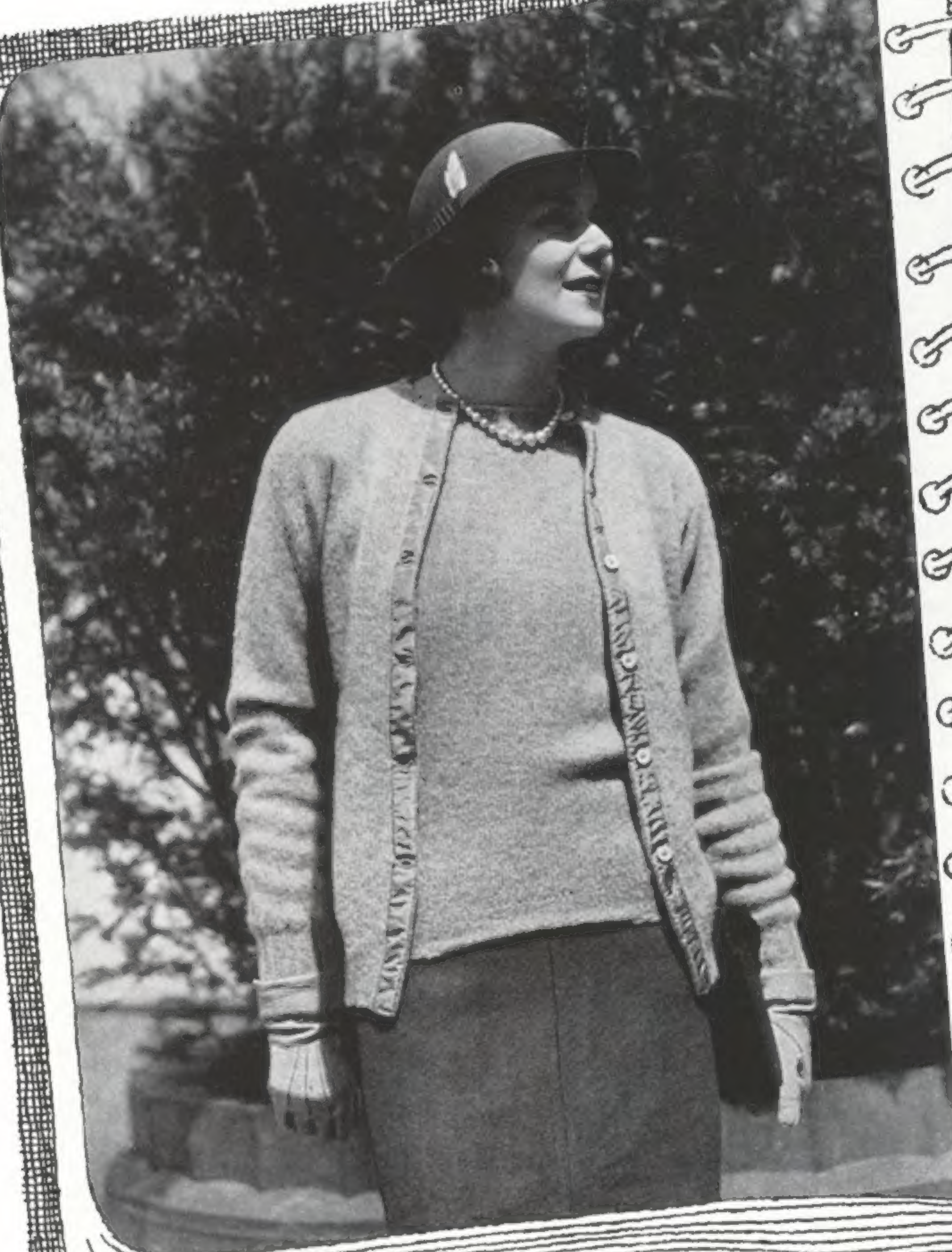
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McLeod

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 43)

September calendar



BOAT RACING

Motor

September 14-15—Philadelphia Outboard Association; Philadelphia.

September 19-21 — Baltimore.

September 28-29 — President's Cup; Washington.

Sailing

September 10-14—Atlantic Coast Championships; Moriches Bay, L. I.

HORSE-RACES

September 16-28 — Metropolitan Jockey Club; Jamaica, L. I.

September 21-29 — Ontario Jockey Club; Toronto.

HORSE-SHOWS

September 14—Greenwich, Connecticut.

September 16-21 — Springfield, Massachusetts.

September 17-20—Night; Toledo.

September 18-19—Mineola, L. I.

September 20-21—Boulder Brook, Bronxville.

September 25-28 — Bryn Mawr, Pennsylvania.

September 27-28—Montclair, New Jersey.

September 28—National Polo Pony Society; Westbury, L. I.

HUNT RACE-MEETS

September 14—Rockaway Steeplechase Association; Cedarhurst, L. I.

September 21—Wissahickon Farms; White-marsh, Pennsylvania.

September 21 — Foxcatcher Hounds, Fair Hill, Maryland.

September 28—Meadow Brook Cup; F. Ambrose Clark's course; Westbury, L. I.

POLO

All month—National Open Championship; Meadow Brook Club, Westbury, L. I.

"FLANEUR"

PARIS COLLECTIONS

(CONTINUED FROM PAGE 130)

or velvet loops. Strange coloured evening gloves—orange, chartreuse, or sunburn—and velvet minaudières were two nice incidentals.

MARCEL ROCHAS: Thousands of ideas at this house—a gold-mine for American designers. An enormous attention to trimming. Soutache, braiding, brandenburgs, even Breton embroidery on the velvet revers of a tailored suit. Chenille on evening clothes, and a scrolled soutache yoke on a velvet coat.

The newest day silhouette: enormously full hip jackets with big sleeves and practically no collar, worn over wool dresses. This idea carried out both in wool or Alaska sealskin coats. The newest evening silhouettes: pleated chiffon or crêpe dresses with floating panels or skin-tight velvet or satin sheaths worn with full jackets.

One of the raging successes of this collection is the new pleated chiffon blouse. Delicious colours such as fuchsia, violet, steel-grey, and pink. Childish collars and pleating in too many ways to describe. And as for some of those aforementioned ideas: crown buttons and buckles, gold acorn buttons and buckles, lock and key motifs, miniature gate signs on belts, iron grillwork buckles, and wide belts.

Black, as everywhere else, dominated the collection, but Rochas has too subtle a colour sense not to try other combinations. For instance: sage-green with banana; wine and grey and pink; wine and ink-blue; hunter's-green and livid yellow; slatish-blue-green with purple; sage-green and cherry-red.

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